

FOURTH OF JULY  
NUMBER

# Life

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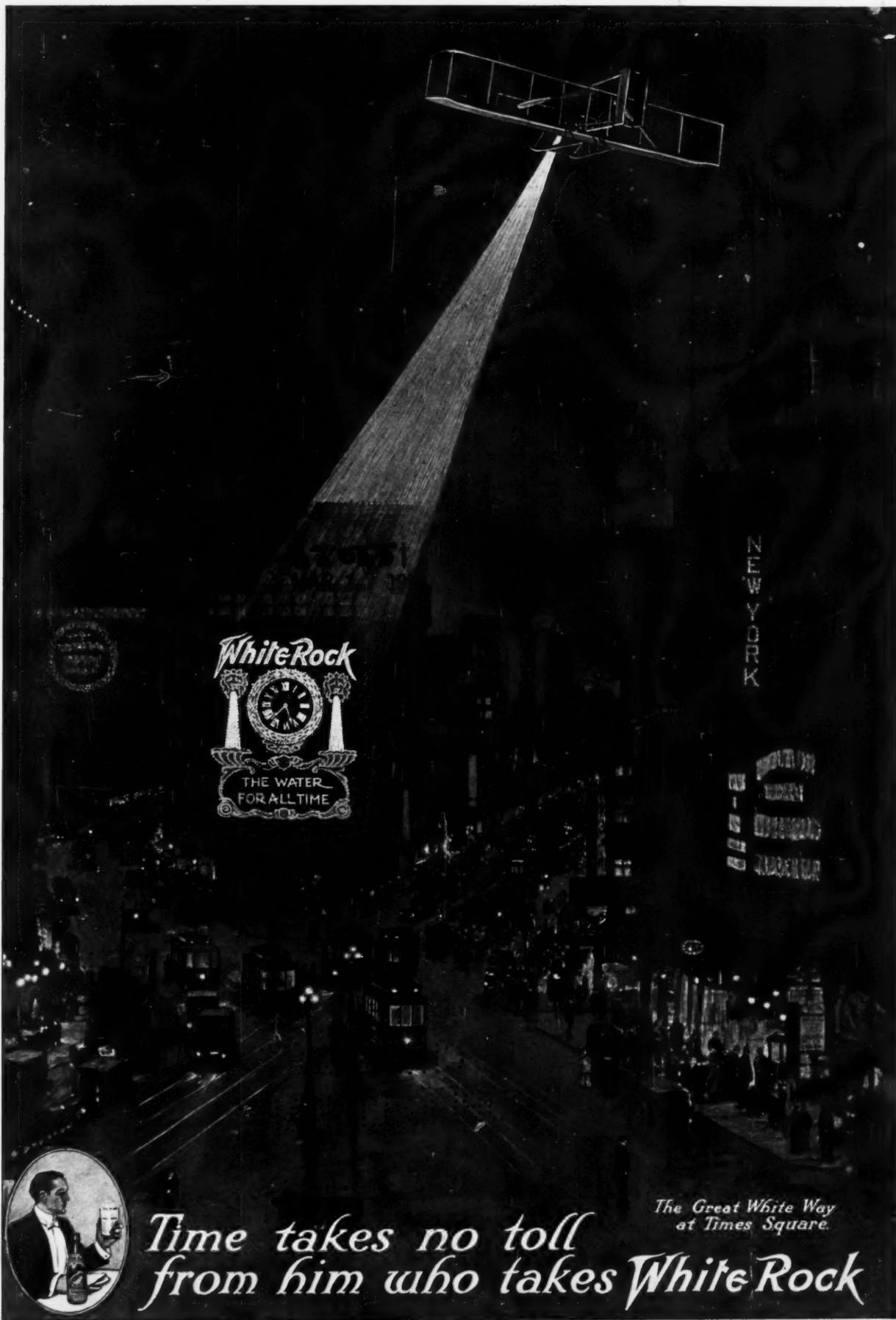


THE NATIONAL CHORUS

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LIFE.

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*Time takes no toll  
from him who takes White Rock*

*The Great White Way  
at Times Square.*

LIFE.

# This is a Columbia for all outdoors

Tell your dealer you want the "Lyric" and he will deliver it, with 12 selections on 6 double-disc records, the whole outfit on approval, records and all, for

\$28.90

and at \$5 a month

This price covers everything. No interest to add, no extras of any sort. And your money back if you believe the outfit not equal to our representations.

**W**E have arranged with over 7500 Columbia dealers all over the country to deliver this "Lyric" Hornless Columbia to local inquirers, with 6 double-disc Columbia Records (two selections on each disc); to be left with you long enough for you to decide whether to keep it or have the dealer call for it.

The "Lyric" is first of all *portable*, condensed, compact; the cabinet is 13½ inches square and 7 inches high, built of quartered oak throughout. Its *quality* of tone is beyond improvement and its *volume* of tone is surprising, until you realize that it has a perfect reproducer and a correct tone-chamber, just like that of the high-priced instruments. **Insist on seeing that tone-chamber before you order. No other low-priced small hornless "talking-machine" has this Columbia feature.**

The instrument plays either 10 or 12-inch disc records (any make, Columbia or other). You can stow it away easily and carry it anywhere—boat, automobile, tent, barn, camp, lawn or neighbor's veranda. This "Lyric" is a splendid *outdoor* outfit, because it is *portable*; but in its tone, its finish, and its general appearance, it is a worthy instrument for any home for all the year around. The double-disc records that complete this outfit cannot be equalled by any others in surface, in tone or in durability; and every Columbia record envelope carries that guarantee in plain English.

Dealers in 4,880 towns are prepared to fulfil this offer. If your locality is not covered by a dealer, write to us; we will see that you are supplied with either information or outfit, according to your request. Be sure to see the complete catalog of Columbia instruments and double-disc records. Don't fail to have the dealer play for you your favorite music—sung by Destinn, Fremstad, Nordica, Garden, Slezak, Zenatello, Nielsen, Pasquali, White, Gay, Cavalieri, Bispham, or any other Columbia artist whose name is familiar to you or whose voice appeals to you.

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Your Best Girl  
If  
You Saw Her?



Your Best Girl's Number of

*Life*

Will be on all news-stands next Tuesday

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1332

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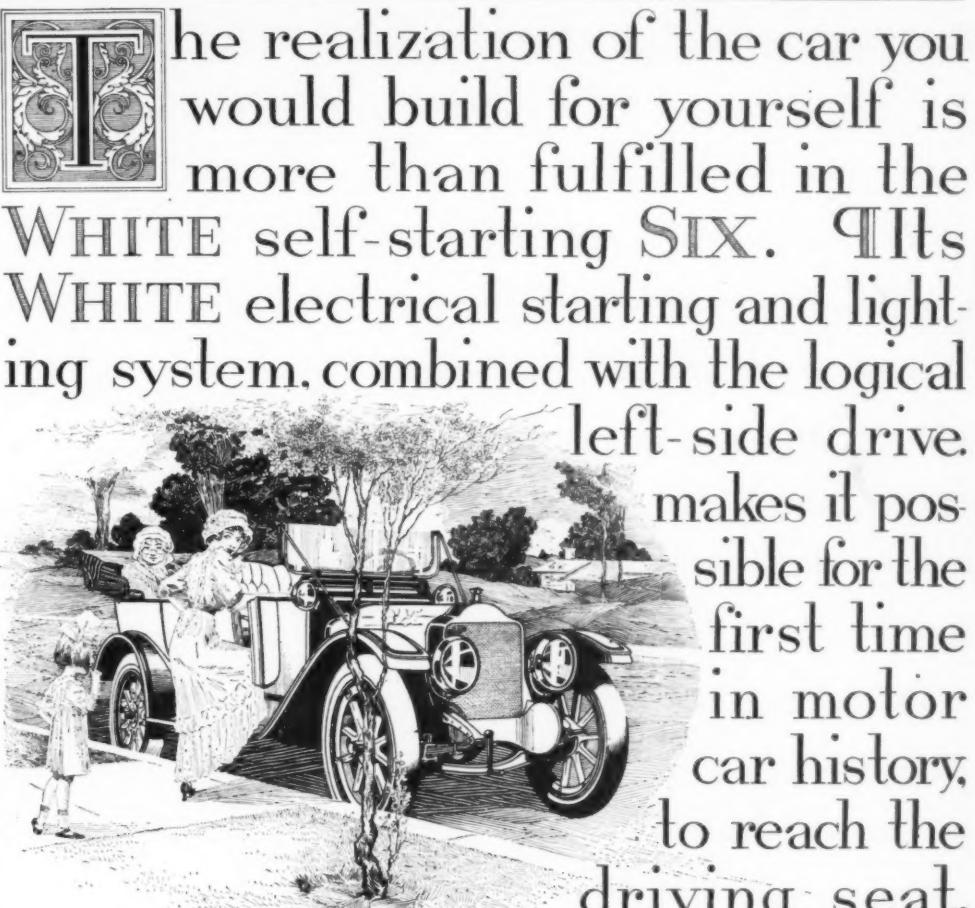
# LIFE.

## W. B.'s Composition Heads

Heads are of different shapes and different sizes. They are full of notions. Large heads do not always hold the most. Some persons can tell just what a man is by the shape of his head. High heads are the best kind. Very knowing people are called long-headed. A fellow that won't stop for anything or anybody is called hot-headed. If he isn't quite so bright, they call him soft-headed; if he won't be coaxed nor turned, they call him pig-headed.

Animals have very small heads. The heads of fools slant back. When your head is cut off you are beheaded. Our heads are all covered with hair, except bald-heads. There are other kinds of heads besides our heads.

First, there are barrelheads. Second, there are pinheads. Third, heads of sermons—sometimes a minister used to have fifteen heads to one sermon. Fourth, headwind. Fifth, head of cattle—when a farmer reckons up his cows and oxen he calls them so many head of cattle. Sixth, drumheads—drumheads are made of sheepskin. Seventh, heads or tails—when you toss up pennies. Eighth, double headers—when you let off rockets. Ninth, come to a head—like a boil or a rebellion. Tenth, cabbageheads—dunces are called cabbageheads, and good enough for them.



The realization of the car you would build for yourself is more than fulfilled in the WHITE self-starting SIX. ¶ Its WHITE electrical starting and lighting system, combined with the logical left-side drive, makes it possible for the first time in motor car history, to reach the driving seat, start and light the car without stepping into the roadway. ¶ A ride in this carefully built and beautifully finished car will convince you that its design, for comfort, convenience and mechanical perfection is supreme in the art of motor car construction. ¶ The White Company. Cleveland.

**Seasickness and**

**Happy & Well while Traveling**

**Train-sickness PREVENTED STOPPED**

MOTHERSILL'S, after thorough tests, is now officially adopted by practically all the Great Lakes and New York Steamship Companies running south and many transatlantic lines. Three years ago Mr. Mothersill gave a personal demonstration of his remedy on the English Channel, Irish Sea and Baltic, and received unqualified endorsement from leading persons and such people as Bishop Taylor Smith, Lord Northuff, and hosts of doctors, bankers and professional men. Letters from personages of international renown—people we know—together with much valuable information, are contained in an attractive booklet which will be sent free upon receipt of your name and address. Mothersill's is guaranteed not to contain cocaine, morphine, camphor, chloral, or any coal-tar products. A 50c box is sufficient for twenty-four hours; \$1.00 box for a Transatlantic voyage. Your druggist keeps Mothersill's or will obtain it for you from wholesaler. If you have any trouble getting the genuine, go direct to the Mothersill Remedy Co., 355 Scherer Bldg., Detroit, Mich. Also at 19 St. Bride St., London; Montreal, New York, Paris, Milan, Hamburg.

**PATENTS SECURED OR FEE RETURNED**

Send sketch for free search of Patent Office Records. How to Obtain a Patent and What to Invent with list of inventions wanted prizes offered for inventions sent free. Patents advertised free. VICTOR J. EVANS & CO., WASHINGTON, D. C.

Eleventh, at loggerheads—when you don't agree. Twelfth, heads of chapters. Thirteenth, head him off—when you want to stop a horse or a boy. Fourteenth, head of the family. Fifteenth, a blunderhead. Sixteenth, the masthead—where they send sailors to punish them. Seventeenth, get up to the head—when you spell the word right. Eighteenth, the head of a stream—where it begins. Nineteenth, down by the head—when a vessel is deep loaded

at the bows. Twentieth, a figurehead carved on a vessel. Twenty-first, the cathead, and that's the end of a stick of timber that a ship's anchor hangs by. Twenty-second, a headland, or cape. Twenty-third, a head of tobacco. Twenty-fourth, a bulkhead, which is a partition in a ship. Twenty-fifth, go ahead—but first be sure you are right. —Reprinted from "The William Henry Letters," by permission of Messrs. Lothrop, Lee & Shepard Company.

LIFE.

## Ask the man who owns one

POWER  
SAFETY  
SPEED  
STYLE

HILL-CLIMBING  
SMOOTH RUNNING  
CONSTANT EFFICIENCY  
APPOINTMENT

GETAWAY  
EASY DRIVING  
COMFORT  
STAMINA

In these and all other essentials, the Packard "48" is clearly the Dominant Six of the 1913 season—a logical reputation built on fourteen years of engineering success

### The Packard "48" Line

|                                     |         |                                      |         |
|-------------------------------------|---------|--------------------------------------|---------|
| Touring Car, seven passengers.....  | \$4,850 | Landaulet, seven passengers .....    | \$5,950 |
| Phaeton, five passengers.....       | 4,750   | Imperial Limousine, seven passengers | 6,050   |
| Runabout, two passengers and rumble | 4,650   | Brougham, five passengers.....       | 5,800   |
| Limousine, seven passengers.....    | 5,850   | Coupe, three passengers.....         | 5,100   |

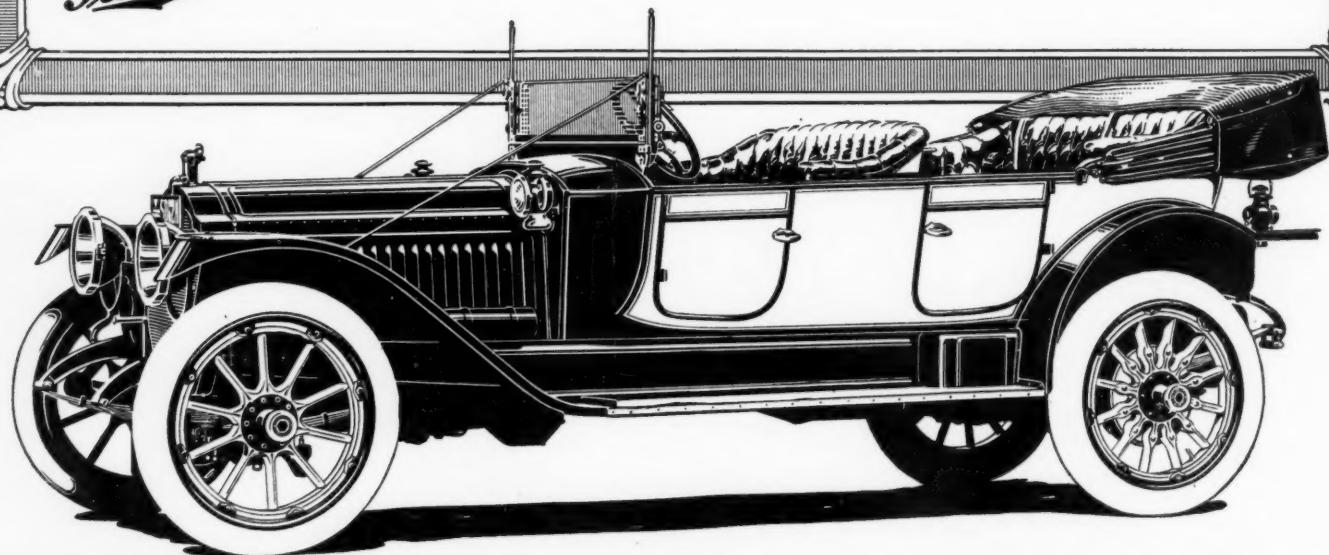
Standard equipment of open cars includes top and windshield

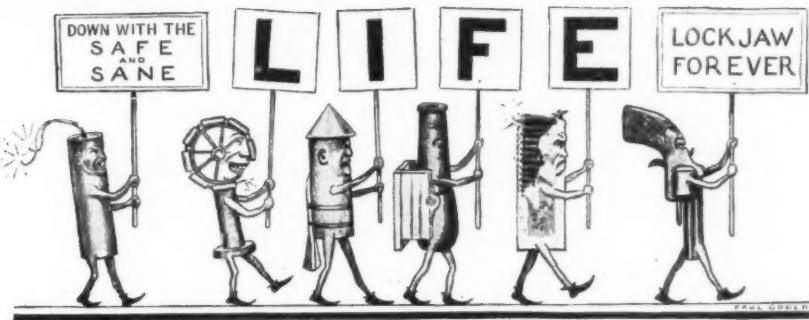
Packard dealers throughout the country cooperate with the Packard Motor Car Company in providing the most willing, the most expert and the most comprehensive service in the world

Demonstration on any kind of road by any Packard dealer. The Packard "48" is fully described in the Packard Year Book, which may be obtained by request

Packard Motor Car Company, Detroit, Michigan

*Packard*





### A Murder

THE stern, harsh Conscience I inherited  
From Puritan ancestors who hated joy,  
Sat on my heart when I was still a boy,  
And like a vampire on my spirit fed,  
Till in despair and wrath I rose and said,  
"No longer shalt thou all my peace destroy;  
No more the gold of life shalt thou alloy,"  
And with a sudden will I smote it dead.

And now I miss the pain of it; the zest  
Is gone of doing what I know is wrong;  
Between the false and true I find no test;  
I cannot mark the discord in the song;  
There is no way of telling worst from best.  
Oh, Conscience, live again: once more wax  
strong!

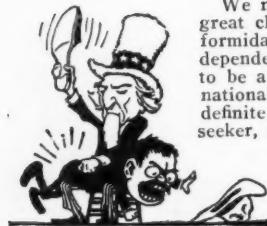
*Nathan Haskell Dole.*



INDEPENDENCE DAY AT MORGIDGE TOWERS, THE COUNTRY SEAT OF THE DUKE AND DUCHESS OF DEBTORD (SHE WAS  
MISS BERTHA DOODLE, OF PITTSBURGH), AT TOPPING-UPPER, TIPPING, ENGLAND



"While there is Life there's Hope"



true men, an advocate of necessary measures, and a supporter of honest government.

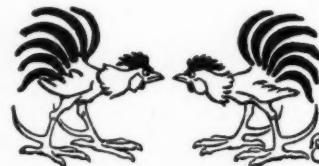
Is this an office that Colonel Roosevelt will aspire to undertake?

It is as great an office as is open to an American; one that calls for pure aspirations, ripe experience, sure instincts, and the hardest self-restraint and resolution. It is an office that can only exist when, and because, there is a man to fill it. It may be that the Colonel is such a man. He, and no one else, has the necessary prestige. He has the necessary experience and, in our opinion, the indispensable instincts. The purity of his aspirations and the insurmountableness of his self-restraint are, of course, debatable, and always will be, but in that debate, for our part, we would choose the affirmative side.

**S**O LIFE, on June 16, 1910, the week of Mr. Roosevelt's return from Africa and Europe. We still think that the employment suggested at that time was the one best suited to him, and now, once again, we commend it to his distinguished attention. It has the merit, for one thing, of being consistent with his announcement made on election night in 1904—a merit of far more importance than his recent boosters have believed—and it does not conflict with the third-term prejudice or any other valuable prejudice of the American people. Moreover, it is practicable, and that is worth considering, for there seem to be some things that Mr. Roosevelt can't do; some things he can't get.

One of them we believe to be another term as President. We are very grateful to all the gentlemen who drubbed him so conclusively at Chicago; grateful to Mr. Taft, Mr. Root, Mr. Crane, Mr. New, Mr. McKinley, Mr. Payne, Mr. Penrose, Mr. Barnes,

Mr. Hemingway and everybody else who had a hand in that enormously beneficent action. Some of these citizens may perhaps be rated by the coming historian as humble instruments. This is not a time for such distinctions. They had a hard job, and they stood up to it like hard characters. Even Mr. Taft hardened appreciably. We offer them the gratitude of a heart deeply sensible of the importance and the difficulty of their work. They rose to meet an earthquake, and they are still standing. We are far from infatuated with the political ideas of some of them. Our humble sympathies flutter much more responsively to the hopes of some of the Republican Progressives. But, on the great issue at Chicago, every man of them was Leonidas at Thermopylæ. Good on their hard heads! Posterity shall not forget them!



**T**O have had Mr. Taft beaten, too, would not have been an undurable result. If Mr. Taft had been a more successful President and had backed the wrong horse less often, we should not have had this Roosevelt candidacy. Except for Roosevelt we should not have had Taft, and except for Taft we should not have had this threatened recurrence of Roosevelt. To be quit of them both would have been the hopefulest outcome for the Republicans at Chicago. But there seemed to be no other way to beat Roosevelt but by sticking to Taft, and the end abundantly justified the means. Hughes, Hadley, Cummins or Borah might have run better, but Mr. Taft is not a dangerous candidate, except in the view of persons who consider that this is a time of crisis, and that any

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A. MILLER, Sec'y and Treas.

17 West Thirty-first Street, New York

President who has not the right intuitions is dangerous. To beat Roosevelt was vital. To beat Taft was merely desirable. Of course, the Roosevelt doctrine of the larger duty should have governed, as it did.

Governor Hadley, when the spurt came for him, seemed to onlookers very attractive, but there came in the misery of having tied the whole Progressive Republican cause up to Roosevelt. He was, no doubt, the only candidate who, starting when he did and after La Follette's setback, could have got primary election delegates enough to shake Taft's hold on the convention. No one else, for one thing, could have got the money to do it. But once the Progressive movement was tied up to Roosevelt, it was tied up to all the disabilities that belong to a third term candidate, and one whose ambitions a large proportion of the electorate regards with unaffected alarm. Roosevelt, as a Progressive advocate, would doubtless be useful. Consecrated to the cause he might help it. But the minute the cause was consecrated to him—as it has been—the fat was in the fire, and most wary citizens were for anything to put it out.



**P**ERHAPS it is permanently extinguished; perhaps not. Perhaps the Roosevelt bolting candidacy will mount again to the danger point. We don't think it will, but it is to admire the prudence of that experienced citizen who was lately heard to say, after forecasting various political probabilities, "But as to anything in which Theodore Roosevelt is concerned, I make no prediction."

The way to keep Colonel Roosevelt from being projected at us as a candidate with a dangerous backing is to burn elsewhere the powder that might



"SAM, HERE ARE SOME PATRIOTS DESERVING PENSIONS"

project him; to accomplish by other hands all the improvements and reforms that reasonable people could hope to see accomplished by means of him. He is not really the mainstay of Progressiveness, but no more than an incident of its course. It will go on with him or in spite of him; who tries to stop it will be run over, and the real statesman's job for some time to come will be to moderate its velocities, limit it to what is practicable and guide it wisely.

If Mr. Roosevelt really runs as a bolter, his platform, it seems, will be: Thou shalt not steal! And Mr. Taft's platform, as against him, will be: Thou shalt not lie! Certainly the Baltimore delegates will have to use more than ordinary dexterity to pick a candidate who will not draw a flood of Republican votes.

The real hero at Chicago was Mayor Harrison, who policed the convention. Heney was there, and Flinn and Dixon, and Roosevelt was close by, erupting, geyser-like, at frequent intervals in boiling language. Yet, thanks to Mayor Harrison's abundant provision of cops, not a man

was killed, and hardly an eye was blackened in the convention; a wonderful triumph of preventive treatment.



**M**R. TAFT'S nomination seems unfavorable to the Democratic backers of Governor Harmon and Mr. Underwood, and helpful to the hopes of Governor Wilson, but the prospect that Roosevelt will run, too, complicates the situation and will deprive the Democrats of much of the advantage they expected from knowing what the Republicans were going to do. To nominate someone to run against Taft is one thing, but to nominate someone fit to run against both Taft and Roosevelt is quite a different job. If the Republican vote is going to be split, to our mind it would be easier to detach conservative Republicans from Taft and draw them to Underwood or Harmon, than to detach Radicals from

Roosevelt and draw them to Wilson. Roosevelt's adherents seem to want him, but Mr. Taft is a had-to-be candidate to a large proportion of his company, who were much more bent, and rightly, on beating Roosevelt than on saving Taft. Wilson would get the Bryan Radicals, but, perhaps, not the Hearst ones.

Altogether, the game to be played at Baltimore looks mighty complicated, and perhaps it is the large possibilities of strategy which it began to offer as events matured at Chicago, that induced Brother Bryan to rise there in his seat among the reporters and hurl a preliminary javelin at Judge Parker. To us the Judge looks harmless as a temporary chairman, but perhaps Brother Bill, following the scrimmage before him, scented afar off a similar difference at Baltimore and wanted to have the advantage of first blow. For in the Democratic party, too, there are two sections, and though they are not so wide apart as the Republican sections, circumstances are conceivable to the observer looking towards Baltimore, under which they might split asunder.



AT LIFE'S FRESH AIR FARM  
CHEERFUL SITTERS

### Life's Fresh Air Fund

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|   | 10.00      |
|   | \$5,389.18 |

#### ACKNOWLEDGED WITH THANKS.

Package of rompers and shoes, from Mrs. R. B. Bennett, South Orange, N. J.  
Package of rompers, from Mrs. F. Dodge, Paterson, N. J.  
Package of clothing, from Mrs. Geo. Mills, Georgetown, Conn.  
Package of clothing, from Burr Mills, Georgetown, Conn.  
Package of clothing, from Hubert Taylor, Georgetown, Conn.  
One set Atlas chains, from Atlas Chain Company, Brooklyn, N. Y.

Two inner tubes, from Howard Parketon, New York.

Repairs on runabout, from Maxwell Briscoe Company, Tarrytown, N. Y.

Four recliners, from Security Recliner Company, Montgomery, N. Y.

Seventy-two packages of shredded wheat biscuits, from the Shredded Wheat Company, Niagara Falls, N. Y.

One thousand "Life's Farm" note heads and envelopes, from "A Friend."

### The Latest Teaching Fad

SOME time ago Dr. Montessori, a very able Italian woman, began to attract considerable attention in this country by a system for the education of defective children. She wrote a book about it and educators generally discussed the matter at great length, with the result that schools embodying the Montessori system of education have now been established in this country. This is in perfect alignment with our usual receptivity about any new fad which comes along; and educational fads are particularly numerous.

The Montessori system of teaching is based upon the utmost freedom, and just as remarkable things have been accomplished with young children as we see accomplished by animal trainers with wholly different methods. In other words, Dr. Montessori develops a lot of prodigies and then exhibits them to the world.

A youthful prodigy is about the most useless specimen of humanity that can be evolved, and Miss Bertha C. Down-

ing (who writes in the Boston *Transcript*) is perfectly correct when she states:

"The so-called Montessori system surely leads to an early senility. For research tells us the precocious child does not make good in the world. . . . Children need freedom, but do they need a perverted pedagogy that trains them to write at the age of four years?"

They certainly do not. The trouble with all the educational fads is that they miss the main point, and that is the development of character. Information is the cheapest thing in the world; cleverness is of no consequence unless there is a well developed will-power back of it. And no educational system has yet been devised which creates will power. This is usually a combination of heredity and hard knocks, and an educational system which endeavors to soften the process is almost sure to incubate mollycoddles.

### What is the Constitution?

THE Constitution is one of the few formal documents without which a democracy is impossible. It proceeds on the logical theory that progress can be made only by providing that things shall not change. It was the happy compromise of an extended wrangle by our forefathers, than whom nobody since has been wiser. The beauty about it is that it can mean almost anything, but it takes a Supreme Court or a majority thereof to decide what it means at a given moment. It has lasted so long and has meant so many different things that it has now become famous.



THE SURVIVAL OF THE FATTEST



THE GLORIOUS FOURTH

## La Fin

**Y**ES, I have dreamed too long. Oh, vanished days,  
Oh, fantasy that thro' the blossomed ways  
Of love's first vision, wandered like a star—  
White spirit—moon-rise—far—how very far!

The very cynic word upon my lips,  
That should have kept the beauty in eclipse  
From the rude world, betrayed me. Could it seem  
The verity, instead of this—my dream?

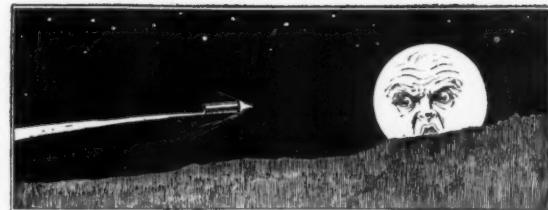
And nothing!—Not one breath of pain—to show  
What was more true than truth!—The long days go,  
A foolish love—a foolish heart, to break!  
I do accept my sentence—and I wake!

*Leolyn Louise Everett.*

## Bulls and Bears

**W**HEN the news came at the opening Monday that Mr. Morgan had discharged one of his stenographers, there was general confusion. It was claimed by some of the more invidious that insiders had had news of the event as long as a fortnight ago. On the whole, however, the Street was taken completely by surprise. The Street very much dislikes to be taken by surprise, for that compels it to discount an event after it has happened, which is very annoying. Prices bulged.

On Tuesday it was reported that Mr. Ryan was trying to get control of the Goddess of Liberty. There has been a feeling for some time that the Goddess of Liberty should be controlled, bonded, stocked, watered and underwritten by some one. It only remained for a financier with sufficient initiative and annexing power to perfect the details. Upon being interviewed in regard to the matter Mr. Ryan denied everything. This was taken as positive proof that



*The Man in the Moon: HEY, THERE! DON'T YOU KNOW HE SHOOTS TOO LOW WHO AIMS BENEATH THE STARS?*

the report was correct, and prices underwent a distinct metamorphosis.

The greater part of Wednesday and Thursday was consumed in a discussion of the new arbitration treaty between St. Paul and Minneapolis. The feud that has existed between these two communities for so many years has had a very depressing effect on the shares of the new railroad, which has not yet been built, between Chowchow, in the Province of Singsing, and Oomya, in the Province of Tutut. If this railroad can be built and a satisfactory working arrangement can be brought about between Minneapolis and St. Paul, many shrewd analysts are of the opinion that it will have a profound effect on a number of the leading stocks in general and on the general market in particular. This remains to be seen, and in the meantime prices have been duly cautioned to hold themselves in readiness for the worst. Prices signified their assent to this tentative arrangement.

Friday's market exhibited many unusual tendencies of a kind that have been so common lately that they have ceased to excite comment. Prices seemed satisfied with themselves.

The bank statement, which arrived on Saturday, looked tired and haggard, as if it had been trying to elude the money trust investigation.

## Bulk and Baggage

**T**HE recent rule made by railroad companies that hereafter trunks shall go by their size and not by their weight will be a sad blow to many estimable ladies.

Excess baggage will be charged on trunks more than forty-five inches tall. In other words, the railroad companies have discovered that space is more important than weight.

The most singular thing about this ruling is that they have never discovered this fact before. A woman's gown which costs three hundred dollars may be small enough to be placed in an ordinary candy box, and a hat that measures any part of an acre may be lifted easily by a lady weighing less than one hundred pounds.



"YES, I WANT A TYPEWRITER. HAVE YOU HAD MUGH EXPERIENCE?"

"WELL, I'VE WON FIVE BREACH OF PROMISE SUITS."

**E**MPLOYER: You're late again!  
**N**EW CLERK: Well, you said you didn't want a man who watched the clock.



"COULDN'T YOU GET ALONG WITH YOUR HUSBAND, ALICE?"  
"OH, YES! BUT SOME OF HIS AFFINITIES COULDN'T GET ALONG WITH *me*."

### New Jersey

SING a song of Jersey—  
(Wait a minute. Swat!)  
Forty million mosquitoes  
On every city lot.  
When the evening—(Buzz! Buzz!)  
(Drat the pesky thing!)  
When the—(There's another!)  
They all begin to sing.  
Father's in the—(Ouch! Bang!)  
Of reason near bereft.  
Mother's on the portico  
Batting right and left.  
Baby's in the—(Buzz! Zip!)  
All covered o'er with bites.  
Ah, Jersey, with your busy days  
And (Buzz! Zip! Bing! Swat!)—  
nights.

### All Hail! Redfield

CONGRESSMAN WILLIAM C. REDFIELD, of Brooklyn, ought to have a monument erected to him. He has come out with the statement that he wants to be Vice-President.

We have heard of men who wanted to be waiters, who were ready to accept positions in real estate offices, and who were willing to be book agents, printers' devils, and even professional humorists, but Mr. Redfield is the first man in the history of this country who ever wanted to be Vice-President.

The position of Vice-President, of course, is sometimes important. Chester Arthur was Vice-President, and so

was Theodore Roosevelt. There is always the possibility that you may be President, if you are Vice-President.

As for Mr. Redfield, he has transcendently beautiful side whiskers, and he would undoubtedly grace the Senate by his presence, to say nothing of the White House. He is also from Brooklyn.

We do not believe that Brooklyn has ever had a Vice-President. Evidently Mr. Redfield has been living there in hiding so long that he wishes to clinch it. To be a resident of Brooklyn and to be a Vice-President at the same time seems too much obscurity for any one man to carry.



EVEN IN THOSE DAYS

Eve: EXCUSE ME, BUT I DRAW THE LINE AT DANCING  
EITHER THE TURKEY TROT OR THE GRIZZLY BEAR

### It's a Poor Rule

A RECENT innovation in journalism is the appointment of consulting medical editors on the staffs of the Chicago *Tribune* and the New York *Herald*.

The idea of having a doctor attached to the staff of papers in order that medical news may be correctly published is, no doubt, highly desirable. The *Medical Review* calls attention to the fact, as an instance of journalistic errata, that some time ago a French surgeon who came over to this country for the purpose of performing an operation which had long been in use in the New York hospitals was held up in the papers as a new genius, and exploited as if the particular operation he performed was something entirely unheard of before.

As long as we are going to be correct, however, why not appoint a trained journalist to the staff of every hospital and let him tell us correctly what is going on there?

The public would like to know how the doctors work in secret. If every hospital staff was likely to have its movements correctly reported in the papers the next morning, there might be fewer operations.

Turn about is fair play.

### Forcible Feeding

IT seems that, according to the London papers, a number of English suffragettes who were committed to prison were subjected to the forcible feeding process, a method of punishment which seems to be cruel and revolting to the last degree. The matter has aroused great indignation in London, and the *Times* has been full of adverse expressions about it. The authorities take the ground that the reports were very much exaggerated.

The reason for the forcible feeding is, of course, the refusal of the prisoners to eat. They wish, apparently, to acquire an abnormal reputation for martyrdom that would come from starvation.

The authorities feel that it is their business to keep the prisoners alive, and presumably they feed them forcibly in just the same way that they take away from them any weapons with which they might commit suicide.

It seems a pity that the forcible feeding process, however, should not be applied to the poor people generally upon the part of governments; especially it might have a great effect upon thousands of school children who at present are so poorly nourished that they are unable to perform the functions of a human being.

The forcible feeding idea may be all right, but it is not applied at the right point.



Al Hirschfeld

SOMETHING A DOG WOULD NEVER DO TO A BOY

No Limit

Just what is it, I wonder, that a man can preach without hazarding his job.—*Meredith Nicholson in the Atlantic Monthly*.

**A** MAN can preach a good many things. He can preach to the women about their playing bridge with perfect safety, because they don't take him seriously.

He can preach to the men about their non-attendance at church, because none of them will be there to hear him. And when they are told about it afterwards, they also regard it as a joke.

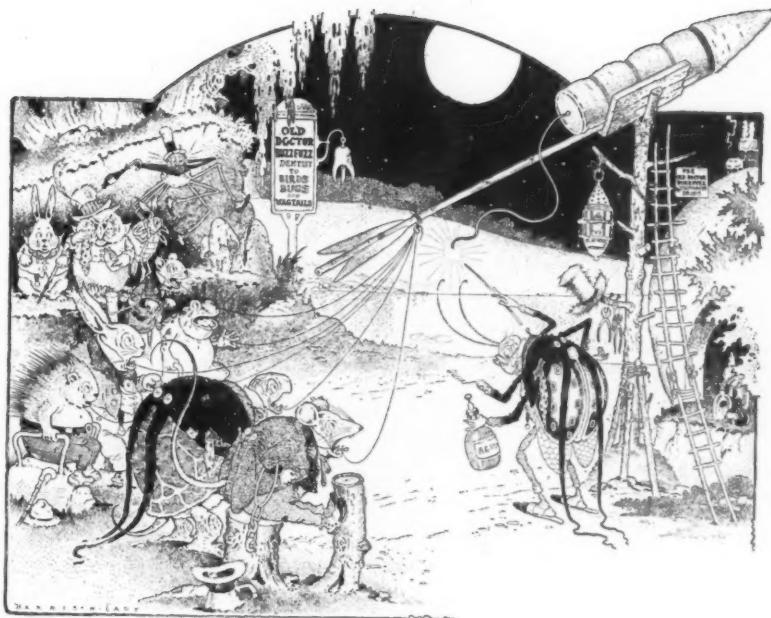
He can preach to both men and women about the meagerness of collections, because this is a subject that every congregation expects to have the minister touch upon at periodical intervals.

He can preach about missions and show all the good they are doing in other countries.

He can preach about the bringing up of children, because children are not brought up nowadays, and it is always amusing to learn from a tyro how it ought to be done.

He can preach about politics, because everybody understands that he doesn't know anything about it, and he can go as far as he likes.

In fact, Mr. Nicholson, a clergyman in these days can preach about anything he wants to. Few take him seriously. He is perfectly safe.



FOURTH OF JULY DENTISTRY

*Old Dr. Buzzfuzz (the dentist): HOLD TIGHT, GENTLEMEN, AND I'LL HAVE 'EM OUT IN A JIFFY.*

Competent

**U**NDELTAKER: Yes, I advertised for an assistant. Have you had any experience at funerals?

APPLICANT: I was secretary of an aeroplane club for two years!

Be Patriotic

**B**LOW up the girls to smithereens,  
Incinerate the boys,  
Wheel out the powder magazines  
With patriotic noise!

What though a thousand of 'em die  
By powder and by flame,  
If half a thousand lose an eye,  
As many more go lame?

There're lots of children on this sphere,  
We'll never miss a few;  
The crippled ones, you needn't fear,—  
They'll not belong to you!

So feed the baby dynamite,  
And give the boy a gun;  
Get out the torch and colored light,  
And give the kids some fun.

All, all these harmless toys bestow,  
With clamor anthypnotic;  
'Tis such a lot of fun, you know,  
And very patriotic!

*Richard M. Hunt.*

**S**OME men think they are getting close to nature by making love to a grass widow.



THE DREAM



AND

THE REALITY



"WHEN JENNY COMES MARCHING HOME"—1925



"THEY ARE BEAUTIFUL, FRANK, BUT REMEMBER TO-MORROW IS RENT DAY."

"I KNOW IT, JULIA, BUT ONE DOESN'T GET A CHANCE LIKE THAT TWICE IN A LIFETIME, WHILE WE'RE ALWAYS HAVING RENT DAY."

### Exiles

**W**E congratulate Mr. and Mrs. William Gustafsons, who have recently been obliged to move away from Astoria, L. I. (where they owned their own home), because of the methods used by the State authorities in attempting forcibly to vaccinate their son.

There is nothing to indicate that these people are not healthy citizens and that their son is not a perfectly normal child; but the authorities felt that it was necessary to perform the operation of vaccination upon him. When the father objected he was haled into court and threatened with a sentence on Blackwell's Island.

To be obliged to go to jail because you are a perfectly healthy person, and your son is a perfectly healthy person, and you have no other wish but to maintain him in perfect health—well, isn't this a pleasing commentary on our advanced methods of doing things?

### Parcels Post

**T**HE latest news about the parcels post is that Portugal, French Guinea and Martinique will probably all have parcels post agreements with this country some time in the near future; probably also we shall make arrangements with Patagonia, Iceland, Liberia and Kamchatka.

Every time somebody wishes to have a parcels post in this country Postmaster Hitchcock will reply that there are reasons why we ought not to have it here, but there is a great demand for it in Madagascar.

We suspect—but we only offer this timidly as a halting prophecy—that there is going to be a great demand for Mr. Hitchcock in Madagascar, Patagonia and other remote places on the globe. We suspect that he can do more good in those places than he is doing here.

**A**LL men have a sense of justice in their hearts, but it rarely extends to the pocketbook.



IF WE ALWAYS TOLD THE TRUTH

## Gambling for All!

*Ladies, Bring Your Children to the Only  
Really Exclusive Gambling Establishment  
in America—Life's Fashion Reform League  
Stands Sponsor for It*

FOR the benefit of our regular (and irregular) patrons, we are pleased to say that we have opened up a gambling establishment in what is practically a new building in Life Park (formerly Central).

It is needless to say that the appointments of this new establishment outclass anything else in America, including private rooms for ladies who desire to play bridge; a magnificent bucket shop, for both ladies and gentlemen, on the second floor, and a stockbroker's establishment, taking up the entire third floor, for the exclusive use of our lady and children patrons. We have private wires to Wall Street and also private cable arrangements with all the European centers. You can buy tea, coffee, cotton, wool, railroads and, in fact, anything that is listed on the Stock Exchange and curb, at an instant's notice.

Moreover, we have on the top floor a roulette table, a faro outfit, and what one would call the prettier accessories, for the young children. No matter how young you are, we have something that will interest you.

Parents can buy and sell stocks on one floor, and the children can amuse themselves with roulette on the other. Thus the complete needs of every American citizen can be satisfied.

Our motto is, "America for the Americans."

The establishment of our gambling adjunct has, of course, met with storms of approval and disapproval.

It is not fully understood that it is based upon the principles of art, and that we are doing a great work.

The following letter is in point:

DEAR SIRS:

The time has come to make a protest. When you confined yourself simply to fashions for men and women, where they could indulge their extravagances without involving anybody else, there was no objection. But when you blatantly come out with the announcement that anybody in America can use your gambling establishment, it is time to call a halt.

Why does not somebody notify the police?

And what do you mean by assuming that you are doing a good work?

X—

In reply to our correspondent, we mean exactly what we say.

Up to the present time the American people have indulged in every form of gambling and other species of pretense without admitting it. They have assumed, and have stated, that they are the most modest, moral and unpretentious people in the world, while, all along the list, there is no form of ostentation that they have not indulged themselves in. But we are sorry to say that they have



"Ladies, bring your children. Our new gambling parlors for the little ones"

done this in the crudest manner. For instance, up to the present time ladies who buy and sell stock in Wall Street have received only scanty recognition. It is true that some Wall Street brokers have special rooms devoted to them, and there has been some attempt to fit these rooms up in accordance with modern decoration; but the whole thing has been insipid and abortive, based upon that sense of timidity and hypocrisy of which the Anglo-Saxon race alone is fully capable.

When we, therefore, come out with a frank announcement stating that we have opened a gambling establishment for the purpose of permitting the American people to display their true character and motives, it is natural that we should receive criticism from a few hypocrites, and yet we maintain that our purpose is more highly moral than if it were under the false pretense of doing something other than it is.

The truth is that when you interest people, when you give them a chance to display, so to speak, their sporting tendencies, and when you do this as it ought to be done, in a complete and artistic manner, you are in reality doing a great moral work.

That is our object. We know that time will vindicate us.

Meanwhile we desire to state that in our gambling establishment the finest examples of our latest styles can be seen. Even if you do not care to run the risk of losing your money, by all means pay a visit to our gambling establishment in order to see what is really worth while.

We not only fit out women, but also men. Some of the costumes made for our Supreme Court Justices have never been equaled in beauty and style.

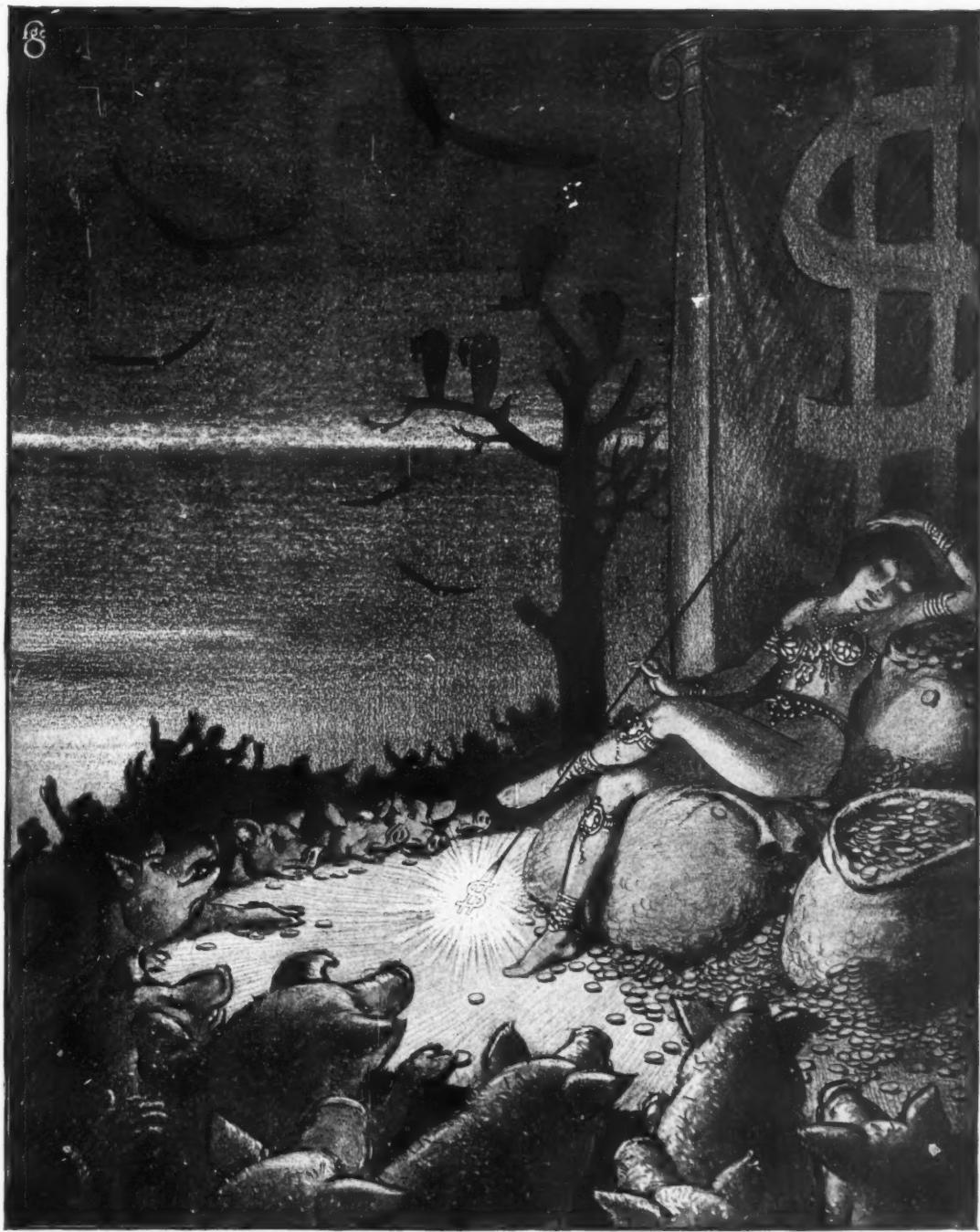
You can order your clothes, no matter where you are, by having a form made and shipping it to us by express, together with a minute description of your temperament and the color of your hair and complexion.

But we urge you, by all means, to pay us a personal visit.

Here is a letter just received from Denver:

DEAR SIR:

My recent visit to your establishment cost me about \$8,000 in cash, owing to the fact that my children insisted upon playing roulette all of one afternoon, and



CIRCE



JULY FOURTH

I myself got caught slightly in United States Steel. But I want to say to you that, in spite of all this loss—which is purely incidental—my visit was all that could be desired.

I learned enough about clothes in twenty-four hours to make me a society leader for the rest of my life. I had no idea before that you could clothe a woman entirely from the American standpoint. I now realize that we do not have to go abroad to get our clothes.

Gratefully yours,

P. S.—The children enclose five hundred dollars. Will you kindly place it upon the zero for them tomorrow afternoon?

We call attention to some of our new summer costumes. One of them is a seaside resort piazza lounging robe, made out of French knots with silk passementerie and embroidered with striped mull and ratiere shields in the empire style, for only one thousand dollars. This includes a light cherry brassière with a set of Irish lace slippers.

We send our private hair dresser to any summer resort in the country for five hundred dollars a week.

Send for catalog.

*Life's Fashion Reform League.*

**S**AY, mister, I'm out of a job, and me wife and children are starving."

"Don't let that discourage you. I can sell you a very fine car for six hundred dollars and take your notes."



"WHAT HORSE IS THERE FOR ME THIS MORNING, PAT?"

"WELL, SOR, THE ONE YOU RODE YESTERDAY IS LAME AND THE ONE YOU RODE THE DAY BEFORE IS AT THE VET'INARY'S."

"WHAT DID YOUR MASTER SAY I WAS TO RIDE TO-DAY?"

"HE SAID YOU WAS TO RIDE A STRATE CAK, SOR."



PASSING THE PLATE

### The Recall of Magnates

MUCH better than the recall of judges would be the recall of magnates. But this, of course, is impossible. The Constitution wouldn't let us do it. Once a magnate always a magnate so far as the public is concerned. One magnate may put another magnate out of business, but the public must keep hands off. There is absolutely nothing we can do. Indictments don't hold. Dissolving the trusts only makes them richer. Regulation is but a word for something that cannot be put into practise.

It makes no difference whether he is a good magnate or a bad one. We can't touch him. Whether he accumulated his money by hard work, bribing aldermen or just found it, it is all the same. There is no chance to discriminate. Good and bad must stay. We can't even recall their sons, who are magnates by inheritance only.

For inviolable un-touchableness, judges don't begin to be in the same class with magnates. We can't even impeach them.

E. O. J.

### Personal Intelligence

JULY 2, 1912

**A**T latest accounts Mr. Mortimer L. Schiff, the wealthy New York banker, was still enjoying his tour of the Continent.

It is suggested that Mr. Howard Gans, the celebrated lawyer, should be invited to read the Declaration of Independence at Dannemora.

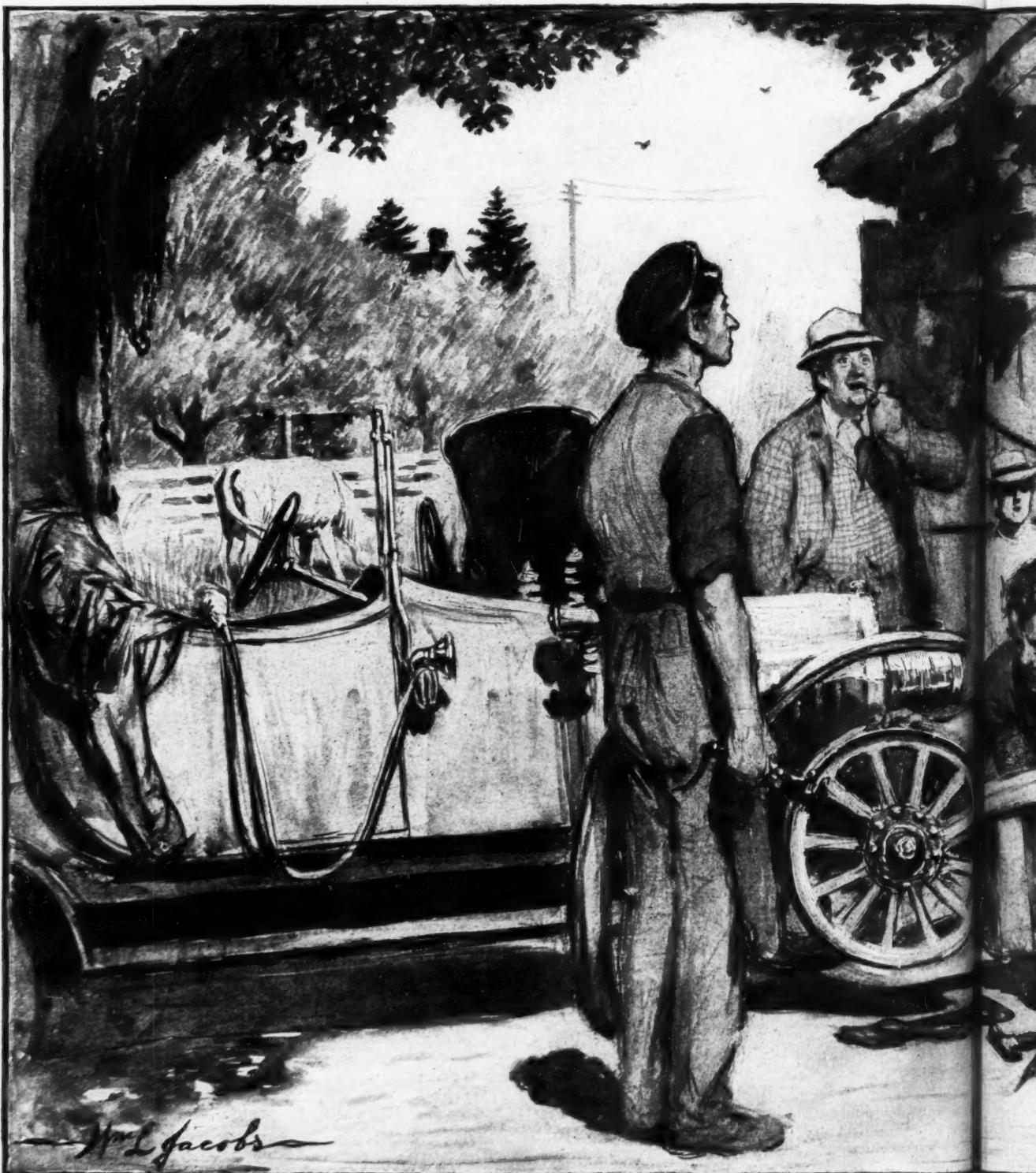
The Honorable Otto Rosalsky is enjoying a well-earned vacation from his arduous duties as the judge of a criminal court in New York.

Foulke E. Brandt will spend the Fourth of July in Dannemora Prison. He expects to celebrate in the same way for several years to come.

**R**OBEスピエール was about to be guillotined when a Christian Science healer approached and offered to fix him up afterwards for a moderate sum.

"Capital!" exclaimed Robespierre, and immediately proceeded to take the customary absent treatment.

LIFE



Teaching Old New

• LIFE •

# HORSE SHOEING.



g Old New Tricks

## · LIFE ·

*Innocence!*

OME hundreds of generations of fiction lovers (it doesn't matter whether they procured their favorite tipple from a circulating library, from a wandering minnesinger, or from a Scheherazade-on-sufferance) have snuggled down to a more comfortable position among the cushions as soon as it appeared that they were to be entertained by the adventures of Complete Innocence.

"She was just turned seventeen and was exquisitely budding into perfect womanhood. Her mother had died at her birth and she had lived sole-alone with a grandfather who was perfecting a scheme of perpetual motion. The library contained nothing but treatises on mechanics. They didn't even keep chickens. In short—"

We all know the feeling. Even those of us who have painstakingly acquired highbrowish habits acknowledge, if we have the grace of frankness, an involuntary access of attention as soon as it develops that the heroine is old enough to know, but doesn't.

But please note that if for "she" the author had written "he"; if the uninitiated sub-freshman approaching the portals of the School of Life had been named Jim instead of Jessica; while we might still have snuggled expectantly among the pillows, it would have been with a predisposition to laughter. Even to a suffragette the situation would then have appeared comic rather than romantic.

Funny, isn't it, that the adherents of the Feminist Movement do not see that they are on the wrong tack? At present they are concentrating their energies on trying to change the constitutional law governing the franchise. What they ought to be at is changing the constitutional attitude of the reading public toward innocence. Once bring it about that the average reader regards a naively innocent Jim as an object of romantic interest and looks upon a guilelessly ignorant Jessica as

a comic character, and agitating for the franchise will be found to have become a work of supererogation.

The ex-automobile Williamson, C. N. and A. M., are conservatives, if not reactionaries, in this regard, however. Their new novel, "The Guests of Hercules" (Doubleday, Page. \$1.35) deals with the diverting adventures of a delightful but uninformed heiress, who exchanges the Convent of St. Ursula-of-the-Lake for the Hotel de Paris at Monte Carlo and (man being a teaching animal) awakens the potential pedagogue in many and variously qualified Fellows of that institution of learning.

No one who has traveled in the tonneau of the Williamson car, and so tested their double qualifications as alert cicerones and resourceful providers of entertainment, will be surprised to learn that "The Guests of Hercules" places Monte Carlo both strikingly and informingly before them; while the spectacle of a trustful heroine, strolling cross-lots of the conventions, with never a suspicion that there are bulls in some of the fenced fields, is not without excitement. Under the circumstances, moreover, the fact that the story might have been boiled down one half and gained in the process doesn't matter.

Reginald Wright Kauffman's attitude toward innocence is, on the other hand, even more progressive than that recommended to the Feminists, since it frankly faces its broadly human and hence bi-sexual implications. Innocence Mr. Kauffman evidently believes to be an attainable rather than an inherent spiritual attribute, while ignorance he regards as a native but escapable condition, the protective maintenance of which is a crime.

His novel, "The Sentence of Silence" (Moffat, Yard. \$1.35) tells the story of a boy who was never told; and although Mr. Kauffman shows himself by no means lacking in either humor or sentiment, his groping hero is neither a comic figure nor a sentimental one. He is, more shame to us, almost an Everyman. Yet his career, as Mr. Kauffman lays it before us, is

neither an allegorical argument nor a fictionalized propaganda, but an individual story of intrinsic human interest as well as technical merit. For Mr. Kauffman, who, when he wrote "The House of Bondage," appeared to be in danger of having his earnestness, which was full grown, smother his art, which was not, is steadily developing the latter without sacrificing the first; and if he writes "novels with a purpose," he at least so far differs from many of his fellow offenders that he bids fair in some degree not only to write real novels, but to make them serve real purposes.

J. B. Kerfoot.

**Confidential Book Guide**

*Alexander's Bridge*, by Willa S. Cather. The story of a bridge that wouldn't support its own weight and of a bridge builder who buckled under temptation.

*The American People*, by A. Maurice Low. The second and final volume of an interesting analysis of our national psychology.

*Buttered Side Down*, by Edna Ferber. A collection of excellent and novel short stories by a popular magazine writer.

*The Guests of Hercules*, by C. N. and A. M. Williamson. See above.

*Hidden House*, by Amelie Rives. An uncanny love affair with an abnormal heroine, romantically staged among the Virginia hills.

*A Hoosier Chronicle*, by Meredith Nicholson. A pleasant, although long drawn out, story, in which a mildly melodramatic plot is the vehicle of presentation of many genially drawn characters.

*Julia France and Her Times*, by Gertrude Atherton. The rise and fall of a new woman. A novel of unflagging interest and no little brilliancy.

*Kant and Spencer*, by Borden Parker Bowe. In which a philosophical theologian pats a German ally on the back and leaves an English enemy dead on the field.



"THEY SCOURED THE SEA"



SUMMER PROPOSAL IN NEW JERSEY

*The Mission of Victoria Wilhelmina.*  
by Jeanne Bartholow Magoun. The diary  
of a "wife in the sight of God." A little  
story with a grip to it.

*My Actor Husband.*, anonymous. A  
mass of unsavory detail that would be all  
sufficient for a decree, but scarcely con-  
stitutes a sound basis of generalization.

*The Old Nest*, by Rupert Hughes. A  
picture of two old folks at home in-  
tended to prick the consciences of busy  
young folks abroad.

*The Sentence of Silence*, by Reginald  
Wright Kaufman. See preceding page.

*A Son of the Sun*, by Jack London.  
Stories of adventure in the Pacific, in  
which a single hero is seen in many  
roles.

*The Story of a Ploughboy*, by James  
Bryce. A vivid word picture of Scottish  
rural life, with the emphasis laid upon  
the defects of the present social system.

*The Ten-Thousand-Dollar Arm*, by  
Charles E. Van Loan. More inshoot  
baseball stories by the author of "The  
Big League."

*Unclothed*, by Daniel Carson Goodman.  
A tale for the "tough-minded," in which  
the participants in a bohemian courtship  
set down their impressions of its prog-  
ress.

### Reminiscences

I REMEMBER, I remember,  
The Fourth we used to know;  
When Willie burnt his finger,  
And Johnny shot his toe.  
When cannon crackers were set off  
By little hands, unskilled;  
When Mamie had an eye put out,  
And baby Ted was killed.

I remember, I remember,  
Although it wrings my heart,  
How fathers let their children shoot,  
And thought it rather smart.  
How cannons, pistols, guns and bombs,—  
Whatever made a noise,—  
Were freely, willingly bestowed,  
On little girls and boys.

I remember, I remember,  
The saddened hearts next day;  
When some were in the hospitals  
And some were laid away.  
When many a loving father  
Wept with his sobbing wife,  
To see their well-loved little ones  
Maimed and deformed for life.

But now, all that is over,  
Our Fourths are safe and sane;  
Those terrible conditions  
Shall never come again.  
We've banished all such dangers,  
We've learned a better way,  
To glorify and celebrate  
Our Independence Day!

Carolyn Wells.

### A Traitor

HIRAM J. SLIFFER, general man-  
ager of the Chicago and Great  
Western Railroad, is evidently a crank,  
and one who ought to be promptly  
suppressed. In a recent statement he  
declares:

"It is clearly up to the railroad  
company to see that he (the pas-  
senger) gets that for which he pays."

We suggest that Mr. Sliffer be  
hauled up before the Railroad Com-  
mission and thoroughly investigated.  
The idea of suggesting that the rail-  
roads of this country are run in the  
interests of the people ought to cost  
Mr. Sliffer his job.

## · LIFE ·

## Life's Family Album



W. B. King

"I WAS born, raised and still live in Paterson."

These words are not the opening sentence of one of the most thrilling stories now running in any magazine. On the contrary, they chronicle, in brief, the life of one of the most modest of LIFE's artist contributors.

"Yes," said Mr. King, "and moreover, I have always pursued Art with a big A. I started out with the idea of being an artist, and have kept at it persistently."

"But didn't you do something reckless once—didn't you enlist in some stirring war, or toil over a lithographer's stone, or become a cub reporter, or live in Paris; weren't you given up at one time by everybody as being a hopeless case?"

Mr. King shook his head.

"With George Washington," he replied, "I am bound to tell the truth. I was born on the Fourth of July, and Paterson has always kept me straight; from Paterson I have derived my inspiration and from the Art Students' League my technique."

"You won the life class scholarship there, did you not?"

"Yes. But I was once given up."

"Indeed. By whom?"

"By myself. I had left the High School before my term was completed in order to study art, and having studied art what seemed to me a sufficient period, and making no headway, I decided to go into business, when I met Mr. F. W. Read."

"You don't mean Mr. Read, the millionaire artist, whose place on the Hudson adjoins Mr. Gould's?"

"The same. 'Twas he who introduced me to LIFE, and since then—"

"Since then your pictures in this paper have continued to amuse and instruct and edify. Have you any fads, Mr. King?"

"I am fond of baseball, tennis, bridge, the Presbyterian church and babies."

## The New Art of Crime

UP to recently it has been supposed that criminals were degenerates. Lombroso seems to have made out a fair case against them. It would seem, however, as if the art of crime is on just as high a basis as any other art and does not proceed from abnormal qualities of the individual.

Bonnot, chief of the renowned French motor car bandits, and who was shot by the police, took the greatest care of himself, as also did Garnier.

"Crime and Society," a book by the well-known French author, Maxwell, was found in Garnier's pocket at Nogent. And it appears on investigation that these great criminals had apparently made a study of criminality and sociology and had treated themselves with the utmost care. They took no stimulants. They subjected themselves to the most careful hygienic treatment—even to manicuring their nails. And, in fact, they went into the business of robbery upon a highly scientific basis. They appeared to be perfectly familiar with the chances that they were taking and tried to minimize those chances in every way possible.

Why, therefore, is there anything abnormal about them?

Bonnot, it is true, was a great egotist; but then, so is Theodore Roosevelt. Garnier was evidently a great thinker; but then, so is J. Pierpont Morgan.

The only thing that makes a criminal



"GETTING HER SEA-LEGS"

is catching him. The other day one of the politicians in Atlantic City, who had accepted a bribe of five hundred dollars from an alleged contractor, declared that when he took the money he didn't know that he was doing wrong. He said he never thought of it in that way; that it was a common practise, and he didn't realize what it meant.

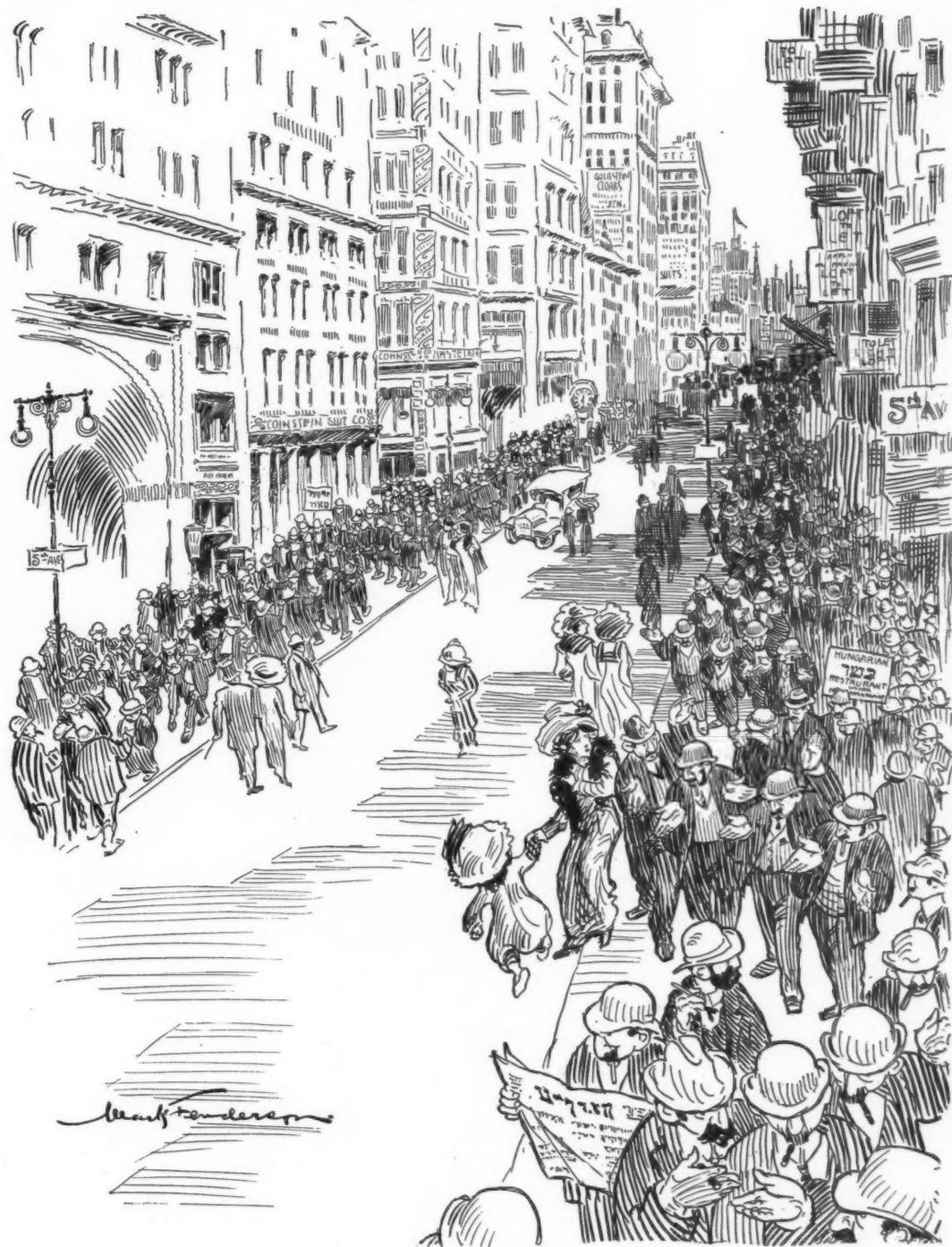
The only thing that made this man a criminal, therefore, was the fact that they caught him. We are all of us criminals, more or less, but as long as nobody else has found it out, we are normal and more or less interesting people.

**FIRST CHICAGO CHILD:** My father is connected with some of the best families in town.

**SECOND CHICAGO CHILD:** Pooh! That's nothing. My father is separated from three of them.



"THOSE ARE NOT MY FINGER PRINTS!"



THE NOON HOUR ON FIFTH AVENUE

## A Corner in Religions

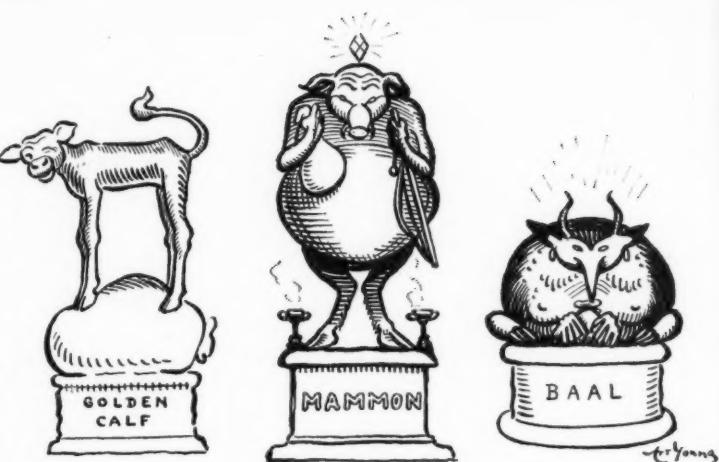
*Amalgamated Religion Generator Company  
Has a Large Stock on Hand—Revelations  
and Idols Supplied at Various Prices*

WE have been in receipt of so many orders for brand new religions that we must ask our customers to have a little patience until we can catch up. We are working night and day as it is, and, being shorthanded, have been obliged to keep a great many people waiting.

This country has responded to our call more nobly than we had ever dreamed of, and it is a matter of pride that we have been able to satisfy, so far, every demand. Our agents have been scouring the world for revelations and idols, of which we already have a large stock on hand. If you wish to start a new religion in your home town drop in at our headquarters and look over some of our stock. We can furnish almost any kind of an idol at a slight advance over original cost, delivered f.o.b. anywhere in the United States.

In placing your orders with us it is better to have all idols insured in advance, as we do not guarantee safe delivery, although we take due care in packing. The other day a Burmese idol that we shipped out to California for one of our new religions, just started there, was badly damaged in a railroad wreck, and the local plumbers worked on it for four days before they could put it together. We are now suing our friends out there for the full amount of the bill—also the railroad company.

We have just opened up a new Revelation Department, and hereafter expect to have our revelations copyrighted. We wish to have it distinctly understood that no revelations will be syndicated in the way that some newspaper articles are. At the same time we shall feel at liberty to dispose of the same revelation in different territories when



"For those who have the courage to admit that money is their god, we have a large collection of wonderful gold idols"  
(Send for booklet)

they are far enough apart not to interfere with each other. This, however, does not detract from the value of the revelation; the fact that it is being used elsewhere only shows its worth. We can supply you with any kind of a revelation, with or without visions.

We aim to meet every grade of society, from the ordinary Nudeite up to the tired business man. Our Nudeite religions come in a number of varieties. They are useful only in warm climates or in the summer time, and inasmuch as the adherents wear but few clothes, they are comparatively inexpensive.

The Jump-Around-Boo-Hoos are a trifle more complex than the Nudeites. They have a well established ritual—which can be varied to suit particular localities—and a leader. We will supply any kind of a leader desired, within limits. We have several A-I Boo-Hoo leaders, each one of them with a beard at least three feet long and a Simon-pure, venerable aspect that would strike terror into the hearts of any school boy. In placing your order for a leader it is very much better to come in and look them over personally. Please state beforehand whether you desire to have an inspired leader or merely one with a long beard and good business ability.

We start an End-of-the-World movement almost  
(Concluded on page 1364)



"A happy colony of Nudeites"

K



**Kelly-Springfield Tire Co.**  
20 Vesey St., New York

Branch offices in  
New York, Chicago, Philadelphia, Boston,  
St. Louis, Detroit, Cincinnati, San Francisco,  
Los Angeles, Cleveland, Baltimore, Washington,  
Seattle, Atlanta, Akron, O., Buffalo

Boss Rubber Co., Denver, Colo.  
Appel & Burwell Rubber & Tire Co., Dallas, Texas  
Bering Tire & Rubber Co., Houston, Texas  
Todd Rubber Co., New Haven, Conn.

**The desire to make good tires  
plus the ability to make good  
tires—makes good tires**

THAT is all there is to the tire question.

Some other man's mileage won't make your tires last any longer. The longevity of good tires depends upon the conditions under which they are used, the way the car is handled, the kind of roads it travels and the weights that must be carried.

Constructive principles are pretty much the same; therefore, in selecting tires, it is well to go back to first principles and find out who wants to make good tires and who can.

This company was the first to make rubber tires to take the place of iron tires on all vehicles, and it has been making rubber tires of various kinds ever since. The Kelly-Springfield solid tire has had a longer but not a greater success than the

# Kelly-Springfield Automobile Tire

**Kelly-Springfield Tire Company, 20 Vesey Street, New York**

# To THE GENTLEMEN OF

For many years we have been *distillers* of j  
and our efforts have been appreciated as  
criminating consumers. No merchant mi  
fraudulent methods are employed wh  
welfare it is time to expose them, for



This is a photographic reproduction of a  
bottle of

## GORDON DRY GIN

showing the trade-mark

## BOAR'S HEAD

and the words

## "GORDON'S DRY GIN"

blown in the bottle.

We have no criticism to offer as to any legitimate  
compounds as are misleading to those who think  
take this method of enlightening the innocent

*Genuine Gordon Gin is available eve*

**GORDON DISTILLERY, GOSWELL R**

LIFE.

# OF THE UNITED STATES

lers of pure Gin, "Dry," "Old Tom" and "Sloe,"  
ted as evidenced by the large sales to dis-  
ant minds honest competition, but when  
ved which endanger public  
em, for Safety.

This is a composite  
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10 of the 80 forgeries or  
imitations of GORDON DRY  
GIN, some of which are not  
distilled Gin at all, but a  
compound of

ALCOHOL, WATER  
and ESSENCES

masquerading as Gin!

mate distillation but we do object to such  
think they are using GORDON, and we  
cent consumer.

able everywhere in the United States

RAILROAD, LONDON, ENGLAND



A FORGERY



### He Was Going Far Away

When a group of visitors was going through the county jail recently a burly negro trusty was called to open doors and perform other similar duties for the visitors.

"How do you like it in here?" one of them asked.

"Like it? Lawd, if evah Ah gets out o' heah, I'll go so fer frum town it'll take \$9 to sen' me a postal card."

—Indianapolis News.

### Who He Was

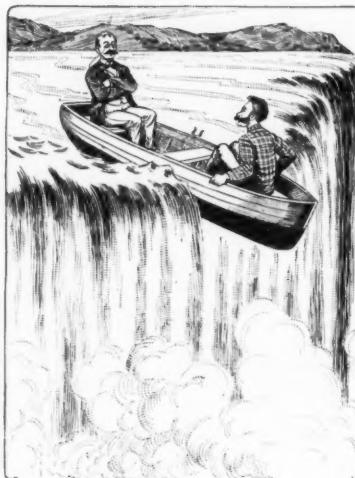
The court was having trouble getting a satisfactory jury.

"Is there any reason why you could not pass impartially on the evidence for and against the prisoner?" asked the judge of a prospective juror.

"Yes," was the reply; "the very looks of that man makes me think he is guilty."

"Why, man," exclaimed the judge, "that's the prosecuting attorney!"

—Ladies' Home Journal.



"BRACE UP, BILL. BE AN OPTIMIST.  
ALL'S WELL SO FAR."

### The Sinecure is Dead

A man who gets a job nowadays under the civil service has to work. If he doesn't he is fired, and a real man is put in his place. But it was not like this in the good days of old. Senator Bankhead of Alabama tells the story of a man he met on the street in Washington years ago when civil service in the Government had just been established.

"Well," said the man, "I've been working myself to death for the last three months trying to get a civil service appointment, but you can bet your life I'm going to take it easy now."

"Well, I suppose you failed through lack of influence," sympathized the Senator.

"No," said the man. "I've gotten the appointment."—Popular Magazine.

### Not So Difficult

"How did he manage to escape from the penitentiary? I thought it was well-nigh impossible."

"Well, he figured it out on scientific lines. Somebody smuggled him a pair of trunks, and after he got outside everybody thought he was running a marathon."—Kansas City Journal.

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## QUICK ASSETS

The safety of any industrial preferred stock depends very largely upon the amount of the quick assets (assets quickly convertible into cash) which stand behind it.

We recommend and offer for investment the 7% cumulative Preferred Stock of one of the oldest and most prosperous manufacturing concerns in this country, which must, according to its articles of incorporation, maintain at all times QUICK ASSETS equal to or exceeding the entire amount of preferred stock outstanding.

This company's annual profits have averaged more than three times the preferred stock dividend requirements. We offer a limited amount of this stock at a price to yield an income of about 7%. Particulars on request.

We recommend this stock as a safe and conservative investment.

Our Statistical Department has recently made studies of:

- |                                |                        |
|--------------------------------|------------------------|
| A—American Can                 | F—Illinois Central     |
| B—Reading and Segregation      | G—Allis-Chalmers       |
| C—Lehigh Valley Coal Sales Co. | H—United States Rubber |
| D—Republic Iron & Steel        | I—Baltimore & Ohio     |
| E—Lehigh Valley Railroad       | K—Judging Securities   |

We will send pamphlets on any of the above subjects to those interested.

**EASTMAN, DILLON & CO.**

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INVESTMENT BANKERS

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Once more the season for travel; life in the open at mountain or seaside is at hand.

Before you leave your base of supplies, consider well and provide yourself with an ample stock of

### "ONYX" Pure Silk Thread Hose FOR MEN AND WOMEN

One of the reasons for the Ever Increasing Sale of the "ONYX" Silk Hosiery is the certainty of Getting Hose that you want and getting them Good.

The Qualities described below are the kind people write for long after the first wearing.

#### No. 215

Men's "ONYX" Pure Thread Silk with Lisle Heel and Toe, in Black and the following colors: Tan, White, Gray, Navy, Purple, Helio, Suede, Green, Burgundy and Cadet. Best pure silk sock made at the price.

50c. per pair

No. 515  
Men's "ONYX" Pure Thread Silk; medium weight; Lisle Sole; Black and all colors.

\$1.00

#### No. 251

Woman's "ONYX" Pure Thread Silk with Lisle Sole and Lisle Garter Top—Black and all colors—A wonderful value, the utmost obtainable at the price.

\$1.00

#### No. 498

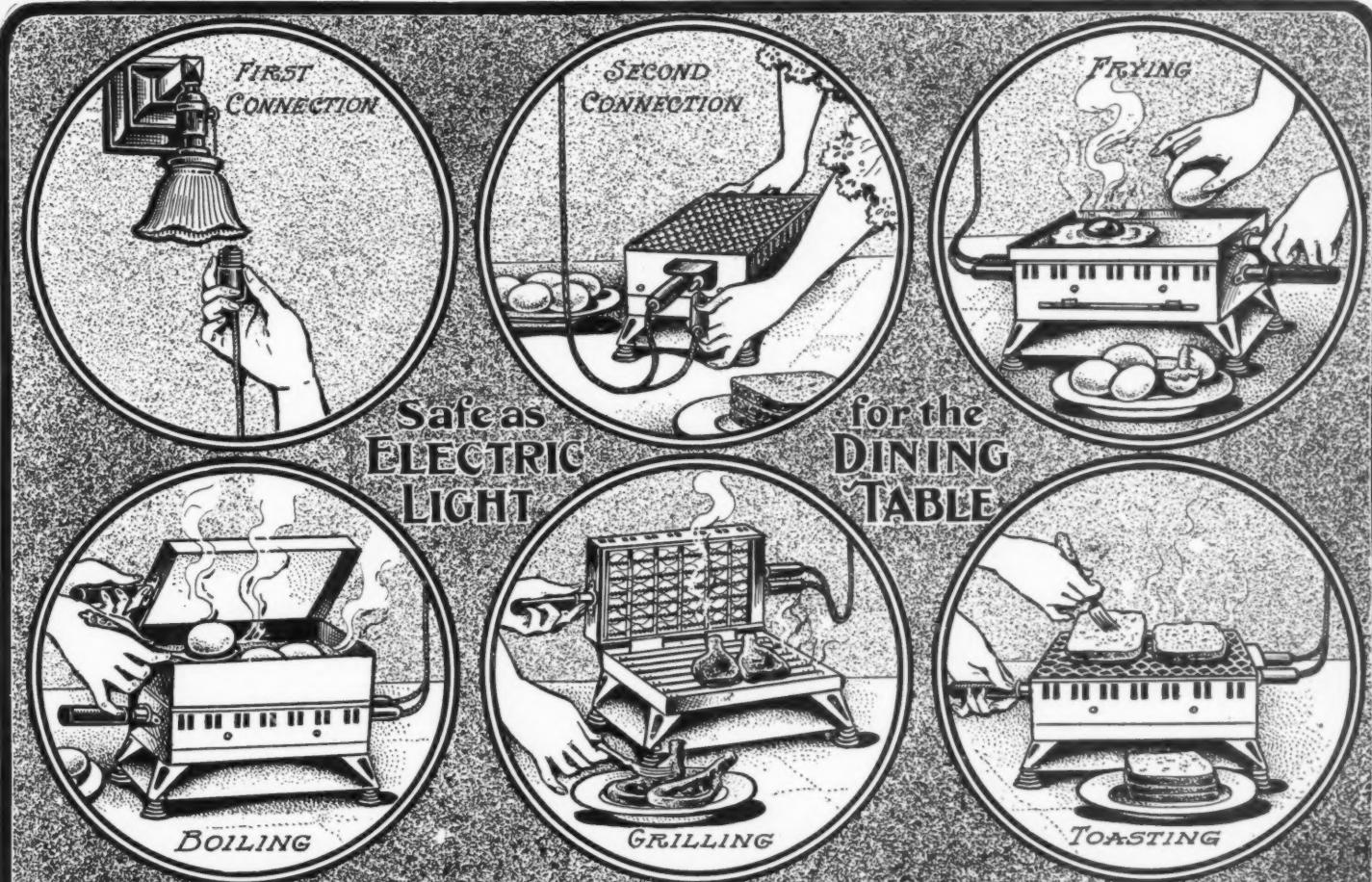
An "ONYX" Pure Thread Silk in Black and all colors. Twenty-nine inches long. Extra Wide and Elastic at Top, while the "Garter Top" and SOLE of SILK LISLE give extra strength at the points of wear, preventing Garters from cutting and toes from going through.

\$1.50

Sold at All Leading Shops

Wholesale Distributors **Lord & Taylor** New York

LIFE.



*A Few of Many Uses*

## The G-E Radiant Electric Grill

This new Electric Grill is really a miniature range that grills as well as fries, toasts and boils—and bakes pancakes. Other small electric devices boil, fry or toast but the G-E Radiant Grill was the first practical device that grills also.

Chops, steaks and fish are grilled *underneath* visible coils of wire that grow red hot the minute the current is turned on.

As shown above, the coil section can be lifted with one hand while the chop is turned or tested with the other.

This Grill takes its electricity from *any* lamp socket, hence it is always ready for use.

For the busy hostess, college girl, bachelor maid or bachelor, this G-E Grill has a greater range of uses than any other electric convenience of its size.

### The Heat Produced by "Calorite"

Of all the substances that change electricity into heat "Calorite" is the standard. "Calorite" is used *only* in G-E heating and cooking appliances—for example, in the half million G-E Flatirons in use everywhere. The "Calorite" heating coils in the G-E Radiant Grill insure its permanent superiority over all similar devices.

"Electric Heating and Cooking," a 64-page book illustrated in colors, will be sent to any adult mentioning this advertisement.

### Get One Today

Handsome finished in nickel and supplied with frying pan, stew pan, and all necessary attaching plugs. For sale by lighting companies and electrical supply dealers everywhere. If your dealer cannot supply you, write us and we will see that you are supplied promptly.

**General Electric Company, Dept. 44-H, Schenectady, N. Y.**

*The Guarantee of Excellence on Goods Electrical is the monogram trade mark of the General Electric Company*



The Proving of Patriotism

(A Fourth of July Meditation)

"I gave an arm for the dear old Flag,"  
Said a veteran from Bristol;  
"And I lost mine," said a little lad,  
"When I fired off my pistol."

"I'm lame, you see," said a soldier man  
From the little town of Packer;  
"And I can't walk," said a little lad,  
"Since I lit that cannon cracker."

"I lost my sight at Gettysburg,"  
Said a hero from Toledo;  
"And I've been blind," said a little girl,  
"Since I threw that old torpedo."

"I lost my son on the battle-field,"  
Said a man from Desolation;  
"And mine was killed," and a mother  
sighed,  
"At a village celebration."

"Ah, war is hell! and the powder  
game!"

Said a man from Wisdom City,  
But the kids don't know, and the father's  
blind,

And the mother, more's the pity!

—Charles Irvin Junkin in *The Woman's Home Companion*.

What They Gave the Porter

On his recent trip to California Bert Walker says the Pullman porter acted as though he wanted something from the passengers.

"What do you want?" Bert asked him.

"Oh, anything you see fit to give, boss," replied the porter.

"All right," said Bert. "Boys, let's give the porter three cheers." And they did.—*Kansas City Journal*.

Wine Jelly when flavored with Abbott's Bitters is made more delightful and healthful. Sample of bitters by mail, 25 cents, in stamps. C. W. Abbott & Co., Baltimore, Md.

Tall glass, chunk of ice, fill glass half full  
of Welch's—add  
charged water. Result—

**Welch**  
**Grape Ball**  
*A Man's Drink*

Get the Welch habit—  
it's one that won't get you.

# Who will be the next President?

*He won't be happy  
till he gets in!*



All rights secured.

## A Happy Marriage

Depends largely on a knowledge of the whole truth about self and sex and their relation to life and health. This knowledge does not come intelligently of itself, nor correctly from ordinary, every-day sources.

## SEXOLOGY

(Illustrated)

by William H. Walling, A.M., M.D., imparts in a clear, wholesome way in one volume:

Knowledge a Young Man Should Have.  
Knowledge a Young Husband Should Have.  
Knowledge a Father Should Have.  
Knowledge a Father Should Impart to His Son.  
Medical Knowledge a Husband Should Have.  
Knowledge a Young Woman Should Have.  
Knowledge a Young Wife Should Have.  
Knowledge a Mother Should Have.  
Knowledge a Mother Should Impart to Her Daughter.  
Medical Knowledge a Wife Should Have.

All in one volume. Illustrated, \$2, postpaid.  
Write for "Other People's Opinions" and Table of Contents.

Puritan Pub. Co., 776 Perry Bldg., Phila., Pa.

## In London Town

REGULAR CUSTOMER: I shall want a large quantity of flowers from you next week, for my daughter's coming-out.

FLOWER WOMAN: Yes, mum. You shall 'ave the very best for 'er, pore dear. Wot were she put in for?

—Punch.

CREMALPINA—The no grease complexion cream. Best perfumed. Sample for 2c. stamp. Antonio Laza, Box 721, Havana, Cuba.

## One Didn't Count

Mayor Blankenburg, at a dinner in Philadelphia, praised the Quaker City ardently.

"I must even praise," he said with a smile, "our exclusiveness—we carry it so far, you know. Birth is not enough with us; residence is equally important, and they who live above Market Street are doomed. Here, surely, is exclusiveness with a vengeance."

"They tell a story about a dinner in Rittenhouse Square. At this dinner, as the fish course began, one woman whispered to another:

"Dear me, there are thirteen at table!"

"But the other woman smiled and answered calmly:

"Compose yourself, my dear Mrs. Cadbiddleder Waddle. Mrs. North-Broad is not really one of us. She lives uptown, you know."—*New York Tribune*.

KNICKER: So Jones has a great invention?

BOCKER: Yes; an umbrella handle that retains the fingerprints.—*New York Sun*.

Caroni Bitters. Have stood the test of time. First in the field, still leading. Satisfy yourself—we know. Oct. C. Blache & Co., 78 Broad St., New York, Gen'l Distrs.

# Tire Bills Discounted 48 Per Cent

Proved 1,250,000 Times  
on 200,000 Cars

Remember this in the claims we make about Goodyear No-Rim-Cut tires:

More than 1,250,000 Goodyear tires have now gone into use. They have been tested out, probably, on 200,000 cars.

Not one of our patent tires ever has rim-cut.

### Tiredom Stands Amazed

For ten years Goodyear tires held a minor place.

Those were the years which we spent in perfecting them—in testing fabrics and formulas, methods, materials.

Those were the years when countless tires were compared, by being worn out on our tire-testing machines, to learn what methods gave the utmost mileage.

And those were the years when we were developing the No-Rim-Cut type of tire.

Then came success.

Men found these tires out, and told others. The others told others. Suddenly a flood-like demand came from everywhere for Goodyear No-Rim-Cut tires.

In the past two years the demand has increased by 500 per cent. It has trebled in the past 12 months.

Almost in a bound, No-Rim-Cut tires came to outsell all others. And all of Tiredom stands amazed at the call for this new-type tire.

### Our Patent Type Saves 23 Per Cent

One reason for this great success is a tire as perfect as men ever can make.

Another lies in this hookless tire—this tire that can't be rim-cut. We control by patents the only way to make a practical tire of this type.

Careful statistics show that 23 per cent of all ruined tires of the old type are rim-cut. They may be wrecked in a moment beyond repair if punctured and run flat. They are often rim-cut when but partly deflated.

No-Rim-Cut tires save this 23 per cent, for these tires never rim-cut.

And the average excess over rated size is 16.7 per cent. Motor car owners by the tens of thousands have proved these average savings.

And No-Rim-Cut tires—because of this proving—now far outsell any other tires which men have ever built.

### Oversize Saves 25 Per Cent

Then these patent tires—No-Rim-Cut tires—are made 10 per cent over the rated size.

That means 10 per cent more air—10 per cent added carrying capacity. That saves the blow-outs due to overloading.

This 10 per cent oversize, with the average car, adds 25 per cent to the tire mileage.

These two features together—No-Rim-Cut and oversize—mean an average saving of 48 per cent. In addition to that comes all the saving due to Goodyear quality.

### Kills the Upkeep Bugaboo

This new-type tire makes tire upkeep a trifling item with the average car.

Save for misuse, abuse or accident, tire cost need amount to little.

Rim-cutting is ended forever. And the 10 per cent oversize adds immensely to the average mileage.

You, like the others, are bound to come to No-Rim-Cut tires.

### 8½ Per Cent Profit

Our profit last year on No-Rim-Cut tires averaged 8½ per cent. Yet we have the largest output and most modern equipment ever known in this industry.

This very small profit is due to our quality, to the extra cost of the No-Rim-Cut feature, and to our oversize.

We state this fact so that all may know that the price of these tires is always kept at the minimum. In this business, with its fluctuating materials, no maker can live on a smaller margin of profit.

Our 1912 Tire Book—based on 13 years of tire making—is filled with facts you should know. Ask us to mail it to you.



No-Rim-Cut Tires—10% Oversize  
With or Without Non-Skid Treads

**THE GOODYEAR TIRE & RUBBER COMPANY, Akron, Ohio**

Branches and Agencies in 103 Principal Cities

More Service Stations Than Any Other Tire

We Make All Kinds of Rubber Tires, Tire Accessories and Repair Outfits

Main Canadian Office, Toronto, Ont.—Canadian Factory, Bowmanville, Ont.

(653)

## A Corner in Religions

(Continued from page 1356)

anywhere at moderate price. Inside of a few weeks any number of people, by predicting that the world is coming to an end, can get going and create a sect, but unless this is done in a businesslike way there is nothing in it. Before starting such a movement in your locality, therefore, write to us for terms and full particulars.

We supply a Wave-Worshippers' Manual free of cost. Inasmuch as this country has the largest seacoast of almost



Type 35—Series C Raceabout—\$2500

## MERCER

The Champion Light Car

### Why the Mercer Wins

Were you surprised at the wonderful performance of the Mercer at Indianapolis on May 30? It was the smallest car (only 300 cubic inch piston displacement) in the 500-mile race, and yet it finished a close third, defeating some of the world's greatest speed creations. The result did not surprise us.

Every Mercer car produced is capable of strenuous service. The best of material, up-to-date construction, superior designing methods, and the most rigid tests, assure the Mercer purchaser the best light car that can possibly be produced.

*Send for Catalogue.*

### Mercer Automobile Co.

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Type 35—Series D Runabout—\$2500



## Reduce or Increase Your Weight---Improve Your Health---Perfect Your Figure

Become my pupil and I will make you my friend. Devote but fifteen minutes daily to my system and you can weigh what Nature intended. You can reduce any part of your figure burdened with superfluous flesh or build up any part that is undeveloped. The effect of my system can be concentrated on your hips, waist, limbs or any other part of your body.

My system tends to make a figure perfectly proportioned throughout—a full rounded neck; shapely shoulders, arms and legs; a fine, fresh complexion; good carriage with erect poise and grace of movement.

### You Can Improve Your Health

My system stimulates, reorganizes and regenerates your entire body. It helps you to transform your food into good, rich blood. It strengthens your heart, lungs and other organs, conquering all weaknesses and disorders, and generating vital force.

My latest book, "The Body Beautiful," should be read by every woman and *I will send it to you free*. It explodes the fallacy that lack of beauty or health cannot be avoided. In it I explain how every woman can be vigorous, healthy and attractive.

Illustrated with photographs of myself explaining my system, giving full particulars of my Guarantee Trial Plan, whereby you can test the value of my instruction without risking a single penny.

*Send 2c. Stamp for "The Body Beautiful" and Trial Plan to-day*

**ANNETTE KELLERMANN,**

Suite 807 L

12 West 31st Street, New York

any other on the globe, we recommend Wave-Worshippers' Circles. They are very effective and should be accompanied by a revelation, a set of idols and a ritual.

We have on hand at present nearly a hundred different kinds of Tired Business Men's Religious Movements; something that appeals to the tired business man without wearing him out still further; something, indeed, that has all of the elements of vaudeville, in addition to being straight goods. We can furnish with these movements recommendations from leading magnates all over the country and can lay out a programme showing you just how to work up a feverish interest in your home city.

Up to the present time religions have been started anywhere, by anybody, and at any request, without system. Our own methods of scientific management enable us to place a religion anywhere at a minimum cost and with the greatest possible results.

In case you try something from our establishment and it does not happen to succeed, don't blame us; it is probably due to a wrong choice on your part. A religion that will go in one neighborhood at one time will not be suited at all in another. It is better, therefore, to let one of our experts go out and look over your ground first and give you specifications and an estimate. Then in event of the movement failing through we take

the blame and will supply you with another one at a very much reduced cost.

In case you are short of funds, we will sell you any one of our first-class religions or ordinary movements on the instalment plan, you paying a reasonable deposit and so much a week. Our terms are very easy and within the reach of all. Consult us at once and satisfy your every need.

New England Amalgamated Religion Generator Company.

## The Success of an Outing

depends upon the pleasure and benefit derived.

## Evans Ale



is famous for the wholesome pleasure it puts into an Outing and the physical benefit it promotes. Fosters health, heartiness and longevity.

All Dealers and Places.  
**C. H. EVANS & SONS, Hudson, N. Y.**

**ORIENT** CLARK'S FIFTEENTH ANNUAL CRUISE, February 15, 72 days, \$400 and up, by new Cunarder "Leonia." Hotels, guides included. **F. C. CLARK**, Times Bldg., New York

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XUM

**CALOX**  
OXYGEN  
TOOTH POWDER

To Whiten the Teeth  
It's the Oxygen (in the form of peroxide of hydrogen) in Calox that renders it so perfect a cleanser and whitener of the teeth. Dentists advise its use. Physicians prescribe it.  
All Druggists, 25 cents  
Sample and Booklet free on request  
**McKESSON & ROBBINS, NEW YORK**  
Ask for the Calox Tooth Brush, 35c.

Chinese Proverbs

No Threats of Hell, but Present Blows,  
We'll use to make the Rascal quail;  
Though Priests may curse, the Sinner  
knows  
He never saw a Ghost in Jail.

Still leagues on leagues the Great Wall  
stretches on,  
But where has Chin Shih 'Huang, who  
built it, gone?

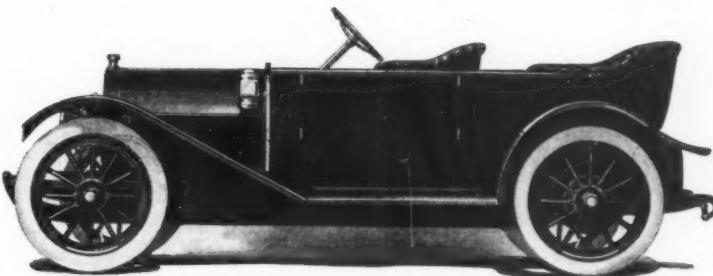
The Past as clear as Polished Glass ap-  
pears,  
While Dark as Lacquer seem the Com-  
ing Years;  
Yet, mirrored in the Past, the Eye may  
see  
The Faces of the Centuries-to-Be.

Shall I, grasping, gather Wealth and  
breed it—  
For my Children jealously conserve it?  
If my Sons surpass me, they won't need  
it;  
If they don't, why then, they won't  
deserve it?

The Boy may plan to fly his Kite,  
The man to cut his Hay;  
But Old North Wind comes up at night  
And blows their Plans away.

Two Friends have I,—True Friends, I  
know;  
But which a Deeper Love discloses?  
This, brings me Coals in Winter's Snow,  
While That, in Summer, brings me  
Roses.

# I Shall Buy This



## Regal "25" Underslung Roadster

**B**ECAUSE primarily, it is a Regal "Underslung" and "Underslung" advantages are so pronounced that there is no doubt that this construction makes a car scientifically and practically "safe" to drive. "Economical" in tires, gasoline, wear and tear, "beautiful" to the eye, and gives a riding comfort that must be experienced to be appreciated.

**This Regal Roadster** is speedy—built a roadster every inch of it, and so well spoken of by several thousand owners that its record for durability and all 'round excellence is unquestioned.

### And That's Why I Shall Buy it

"It will give you other convincing arguments when you call upon a Regal Dealer, and see it and drive it for yourself."

#### Some Specifications

Motor 25 H. P.; 3 $\frac{3}{4}$ x4 $\frac{1}{2}$ ; Wheel Base, 100 inches; Magneto and Batteries (dual ignition); Transmission (Selective) Hyatt Roller Bearings throughout Transmission and Axle: Three Speeds Forward, one Reverse; Morgan & Wright Tires, 32x 3 $\frac{1}{2}$ ; Standard Equipment; Five Lamps; Generator; Horn; Complete Tool Equipment. (Folding Glass Windshield, Mohair Top, Top Boot, \$50 extra.)

Write for Booklet A of Regal Cars

**Regal Motor Car Co., Detroit, Michigan**

## SOLAR LAMPS

The day when you pay for manufacturer's blunders, is over.  
You can now purchase your lamps with the assurance of getting a finished product—if you insist on Solar Lamps.

For 15 years Solar Lamps have headed the procession. They lead in quality—in service rendered—in ultimate satisfaction. Their unequalled popularity is the best measure of their value.

Solars are built by experts to meet all requirements of all kinds of motor driven vehicles. Gas, electricity, or both combined.

**THE BADGER BRASS MFG. CO.**

NEW YORK CITY

KENOSHA, WIS.  
Let us give you expert advice on the choice of electric motor lamps best fitted to meet your needs.

EXCEL IN  
QUALITY and SERVICE



This one makes a Net,  
That one stands and wishes;  
Would you like to bet  
Which one gets the Fishes?

Grave looks oft hide a Vacant Mind;  
The Brightest Eyes are sometimes Blind.

Justice guides the Wise in every case;  
Law alone controls the Mean and Base.  
Arthur Guiterman.



## —but the Lens caught the Ball

The ball was too fast for the player, but a Tessar caught it. This lens will record on the plate the fastest things in motion—animate or inanimate. You are sure of the best possible results with a

### Bausch and Lomb-Zeiss TESSAR LENS

Its remarkable power of gathering and transmitting light gives the photographer unusual opportunities. The great speed, clear definition, perfect illumination and precise optical corrections of the Tessar make it superior for practically every kind of work.

*Our new Catalog 37H giving prices and details of different lenses for various work, will be sent postpaid on request. Write today. Your dealer can also give you interesting information.*

**Bausch & Lomb Optical Co.**  
NEW YORK WASHINGTON CHICAGO SAN FRANCISCO  
LONDON ROCHESTER, N.Y. FRANKFORT

#### The Use of Philosophy

A reader inquires of the *Star* as to what he calls "the sense of reading books on philosophy." According to his account, he has done some desultory reading of the writings of Professor Royce and Professor James, and once took a peek into Bergson's "Creative Evolution," but was soon frightened off. "They all make me hopping mad," he writes. "Sometimes I believe the rhyme was right in describing the geese beneath the tree gathered round the goosegirl's knee, while she reads them by the hour from the works of Schopenhauer:

How patiently the geese attend!  
But do they really comprehend  
What Schopenhauer's driving at?  
Oh, not at all. But what of that?  
Neither do I, neither does she,  
And for that matter, nor does he!"

—*Kansas City Star.*

#### Perfectly at Home

WIFE: How imprudent you are! You've only just finished dinner and now you propose to bathe.

HUSBAND: That's all right, my dear. I ate nothing but fish.—*Pele Mele.*

#### "Works Fights Medical Trust"

Senator Works' speech in the Senate yesterday, an abstract of which is given in our telegraphic columns, deserves the widest reading. If the conferees of the California member are open-minded and free from the influence of the political doctors, they cannot fail to see the grave peril to individual liberty involved in the passage of the Owen bill, creating a National Bureau of Health, with tremendous powers placed in one school of medicine.

This school of medicine, which assumes to itself "regularity" and brands as "irregular" all that disputes its ground, has never failed to bitterly oppose liberty of mind and action in its domain. Nor has it failed to dominate arrogantly where it could in an economic way. Many people forget that we have now an extensive Federal Health Department—the Marine Hospital Service. The allopathic school controls it from top to bottom, as completely as Standard Oil commands the oil business.

The Owen bill proposes—not frankly, but speciously—to create another bureau with almost monarchical powers over the individual. It proposes also to create official positions for an army of men turned out of the medical colleges in excess of social needs. Against the selfish purposes of the medical politicians too few voices like Work's are being raised, while the almost countless strings of the powerful American Medical Association are being pulled.—*Los Angeles Tribune.*

PRACTICAL MAN: Not all who auto, ought to.

SOCIALIST: Humph! Not all who ought to, auto.

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THE Gibson distillation of 1900 is now being marketed in one-gallon demijohns, and will be boxed and sent direct from our warehouse on order of your dealer—or to your personal address, prepaid—at Ten Dollars a gallon, purity and quality guaranteed. Made by the most approved methods, from ripe, carefully selected rye and the sparkling spring-water of the Monongahela valley. Drawn from original barrels 41864 to 41888, numbered and recorded by the U.S. Government, whose books verify every statement we make. Tax paid Dec. 15, 1908.

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#### PHILANTHROPY

"PLEASE, SIR, COULD I HAVE A LITTLE COAL?"

*Coal Merchant: Fill your pockets, my good woman—fill your pockets.*

## A plain talk on Carbon Deposit.

There are three mistaken ideas on carbon deposit.

(1) Light colored oil is commonly supposed to leave the least carbon deposit. (2) Heavy-bodied oils are often avoided through fear of excessive carbon deposit. (3) Claims that some lubricating oils are "non-carbon" are often accepted as sound.

Our experience has clearly shown that:

(1) Color is an unsafe guide in determining the amount of carbon in an oil.

(2) The body of the oil does not determine the amount of carbon deposit. The heaviest oil that can be properly used gives the most efficient automobile lubrication.

(3) "Non-carbon" oils do not exist. Lubricating oils are a hydro-carbon product. Were all carbon eliminated, the oil could not lubricate. The free carbon is the only carbon that can be safely removed.

The amount of carbon deposited in the cylinders depends partly on the carburetion and gasoline combustion, partly on the oil, partly on its fitness for the car.

Unfortunately, the more the layman tries to comprehend carbon deposit, the more he is bewildered. He needs authoritative guidance.

Equipped with the experience gained from our authoritative position in lubrication, we studied every make of American automobile and many foreign makes.

We found that no one grade of lubricating oil would suit all cars. We produced our Gargoyle Mobiloil in several grades, and prepared a schedule showing the correct grade for each make of car.

The complete schedule (printed in part on the right) will be mailed you on request.

We refined and filtered these oils to remove free carbon. Aside from furnishing the correct oil for each car, that is the most that any producer can do toward eliminating carbon deposit.

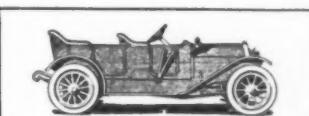
We can say without fear of successful contradiction, that these oils establish a world standard for automobile lubrication.



Gargoyle Mobiloils are put up in barrels, half-barrels, in 5 and 1 gallon sealed white cans. They are named:

Gargoyle Mobiloil "A,"  
Gargoyle Mobiloil "B,"  
Gargoyle Mobiloil "C,"  
Gargoyle Mobiloil "D,"  
Gargoyle Mobiloil "E,"  
Gargoyle Mobiloil "Arctic."

All are branded with the Gargoyle, which is our mark of manufacture. They are handled by the higher class garages, auto-supply stores and others who supply lubricants.



#### A guide to correct Automobile lubrication

*Explanation: In the schedule the letter opposite the car indicates the grade of Gargoyle Mobiloil that should be used. For example, "A" means "Gargoyle Mobiloil A," "B" means "Gargoyle Mobiloil Arctic." For all electric vehicles use Gargoyle Mobiloil A. The recommendations cover both pleasure and commercial vehicles unless otherwise noted.*

| MODEL OF<br>CARS     | SCHEDULE |      |      |      |      |
|----------------------|----------|------|------|------|------|
|                      | 1908     | 1909 | 1910 | 1911 | 1912 |
| Albion Delivery      |          |      |      |      |      |
| Also                 | Arc.     | Arc. | Arc. | Arc. | Arc. |
| American             | A        | A    | A    | A    | A    |
| Apperson             | A        | A    | A    | A    | A    |
| Atlas                | A        | A    | A    | A    | A    |
| Com. Com.            | A        | A    | A    | A    | A    |
| Austin               | A        | A    | A    | A    | A    |
| Austocar (2 cyl.)    | B        | A    | A    | A    | A    |
| " " (4 cyl.)         | A        | E    | A    | A    | A    |
| Bentz                |          |      |      |      |      |
| Benz                 |          |      |      |      |      |
| Brush                |          |      |      |      |      |
| Buick (2 cyl.)       | A        | Arc. | Arc. | Arc. | Arc. |
| Cadillac (1 cyl.)    | A        | B    | A    | Arc. | Arc. |
| " " (4 cyl.)         | A        | Arc. | Arc. | Arc. | Arc. |
| Cartercar            | A        | A    | A    | A    | A    |
| Case                 | A        | A    | A    | A    | A    |
| Chadwick             | A        | A    | A    | A    | A    |
| Chalm.               | B        | B    | B    | Arc. | Arc. |
| Cole                 | A        | E    | A    | A    | A    |
| Collier              | A        | A    | A    | A    | A    |
| Columbia Knight      | A        | A    | A    | A    | A    |
| Coupe Gear           | A        | A    | A    | A    | A    |
| Coupelet Motor       | A        | E    | A    | A    | A    |
| Daimler              |          |      |      |      |      |
| Darracq              |          |      |      |      |      |
| De Dion              |          |      |      |      |      |
| Diamond              |          |      |      |      |      |
| Dalasany-Belleville  |          |      |      |      |      |
| E. M. P.             | A        | E    | Arc. | Arc. | Arc. |
| Fiat                 |          |      |      |      |      |
| Ford                 | A        | E    | E    | Arc. | Arc. |
| Franklin             | A        | B    | E    | Arc. | Arc. |
| Gram. Com.           |          |      |      |      |      |
| Graham Logan         |          |      |      |      |      |
| Hewitt (2 cyl.)      | A        | A    | A    | A    | A    |
| Hewitt (4 cyl.)      |          |      |      |      |      |
| Hupmobile            |          |      |      |      |      |
| International        |          |      |      |      |      |
| Isotta               | A        | E    | A    | A    | A    |
| Itala                | A        | A    | A    | A    | A    |
| Jackson (2 cyl.)     | A        | A    | A    | A    | A    |
| " " (4 cyl.)         | A        | E    | A    | A    | A    |
| Kelvinator-Kar. Com. | A        | E    | A    | A    | A    |
| Kline Kar.           | B        | E    | B    | Arc. | Arc. |
| Lambert              | A        | A    | A    | A    | A    |
| Com.                 |          |      |      |      |      |
| Lancia               |          |      |      |      |      |
| Locomobile           |          |      |      |      |      |
| Loverne              |          |      |      |      |      |
| Marion               |          |      |      |      |      |
| Mars                 |          |      |      |      |      |
| Maxwell (2 cyl.)     | A        | E    | E    | Arc. | Arc. |
| " " (4 cyl.)         | A        | E    | E    | Arc. | Arc. |
| Mercedes             | A        | E    | E    | Arc. | Arc. |
| Mercadier Knight     |          |      |      |      |      |
| Minerva Knight       | A        | A    | A    | A    | A    |
| Mitchell             | A        | A    | A    | A    | A    |
| Moor                 |          |      |      |      |      |
| National             |          |      |      |      |      |
| Oakland              |          |      |      |      |      |
| Overland             | A        | B    | E    | Arc. | Arc. |
| Packard              | A        | B    | E    | Arc. | Arc. |
| Panhard Knight       |          |      |      |      |      |
| Poosie               |          |      |      |      |      |
| Pennsylvania         |          |      |      |      |      |
| Perry Arrow          | A        | A    | A    | Arc. | Arc. |
| Com.                 |          |      |      |      |      |
| Pope Hartford        | A        | E    | E    | Arc. | Arc. |
| Rambler              | A        | E    | E    | Arc. | Arc. |
| Rapide               | A        | E    | E    | Arc. | Arc. |
| Renault              | A        | E    | E    | Arc. | Arc. |
| Rox                  |          |      |      |      |      |
| Royal Tourist        |          |      |      |      |      |
| Selden               |          |      |      |      |      |
| Specialty            | A        | E    | E    | Arc. | Arc. |
| Stanley              | E        | D    | D    | Arc. | Arc. |
| Stevens              | A        | B    | A    | Arc. | Arc. |
| Stevens-Knight       | A        | B    | A    | Arc. | Arc. |
| Stoddard-Detroit     |          |      |      |      |      |
| Stoddard-Dayton      |          |      |      |      |      |
| Stoddard-Knight      | A        | B    | A    | Arc. | Arc. |
| Thomas               | A        | B    | A    | Arc. | Arc. |
| Walter               |          |      |      |      |      |
| Welch                |          |      |      |      |      |
| Welch-Detroit        |          |      |      |      |      |
| White (Gasoline)     | D        | B    | D    | Arc. | Arc. |
| Wilson               | A        | B    | D    | Arc. | Arc. |

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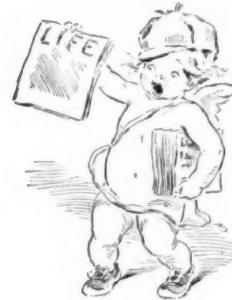
## \$500 for Cover Ideas

The American Magazine WANTS IDEAS for covers—for one or a series of covers. If you are an artist, show your idea by sending a sketch or sketches; if you are not an artist, tell plainly just what your idea is. Be brief, definite and precise; boil down your description to the bare idea.

|              |                     |                    |              |
|--------------|---------------------|--------------------|--------------|
| <b>\$500</b> | <b>WILL BE PAID</b> | <b>FIRST PRIZE</b> | <b>\$250</b> |
|              | FOR THE BEST        | SECOND "           | 150          |
|              | IDEAS RECEIVED BE-  | THIRD "            | 75           |
|              | FORE SATURDAY NOON, | FOURTH "           | 25           |
|              | <u>AUGUST 10.</u>   |                    |              |

If an artist wins a prize, he or she will, of course, be given the first chance to turn the idea into a finished cover. The drawing itself will be paid for in addition to the prize awarded. A fair price will also be paid for any ideas accepted outside of the prize winners.

The names of the winners of the prizes will be announced in the October issue—out September 20th. Address all communications: Cover Editor, The American Magazine, 381 Fourth Avenue, New York City.



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## Why Waiters Strike

Once, sitting in my usual corner in a restaurant, I heard a much harassed waiter score heavily off a tiresome customer who was ordering oysters. The conversation that took place was the following—the wretched waiter turning to go and execute the order and being brought back each time:

"Say, waiter, I want a dozen blue points."

"Yes, sir."

"Oh, waiter——"

"Yes, sir?"

"Steamed, you know."

"Yes, sir."

"Oh, waiter, you'll see that they're not done too much."

"No, sir."

"Oh, and waiter——"

"Yes, sir?"

"Will you see that they put just a squeeze of lemon in each shell?"

"Yes, sir."

"Oh, waiter, just the smallest amount of butter over them when you serve them."

"Yes, sir."

"And, waiter——"

"Yes, sir."

"Don't forget the pepper and salt."

This remark was too much for the poor knight of the napkin. Turning back again, of his own free will, he said:

"And, sir——"

"Well?" answered the customer.

"Would you like them with or without?"

"With or without what?"

"Pearls, sir," said the waiter, and disappeared.—*Chicago Evening World*.

"SAY, Mayme, did you ever have any turtle soup?" asked a rawboned youth of the girl beside him.

"No," admitted the maiden; "but," added she, with the conscious dignity of one who has not been lacking in social experience and opportunities, "I've been where it was."—*Lippincott's*.



THE GLORIOUS FOURTH

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**Schlitz**  
The Beer  
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22-M

## An Object Lesson

In a sumptuously furnished parlor in Fifth Avenue, New York, sat a proud and haughty belle. Her name was Isabel Sawtelle. Her father was a millionaire, and his ships, richly laden, plowed many a sea.

By the side of Isabel Sawtelle sat a young man with a clear, beautiful eye and a massive brow.

"I must go," he said: "the foreman will wonder at my absence."

"The foreman?" asked Isabel in a tone of surprise.

"Yes, the foreman of the shop where I work."

"Foreman—shop—work! What! do you work?"

"Aye, Miss Sawtelle. I am a cooper!"

## Your Car Needs It

Statistics prove that imperfect lubrication causes more than half the motor car troubles. Most of these are cured by the use of Flake Graphite, which produces on bearing surfaces a thin, tough veneer that permanently prevents contact of the metal surfaces—reduces friction and does away with cutting and heating of bearings.

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And his eyes flashed with honest pride.

"What's that?" she asked. "It is something about barrels, isn't it?"

"It is," he said with a flashing nostril.

"And hogsheads."

"Then go!" she said, in a tone of disdain—"go away!"

"Ha!" he cried, "you spurn me then because I am a mechanic. Well, be it so, though the time will come, Isabel Sawtelle," he added—and nothing could exceed his looks at this moment—"when you will bitterly remember the cooper

## RAD-BRIDGE

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**104**

**THE EMPEROR CALIGULA.**

Then up spake the shade of Caligula,

"I don't care a nickel howbridge;

"If alive I could be—

"Twould be 'Rad-Bridge' for me,

"Your displeasing shows what aprigua."

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Patented 1910. Super quality, new assortment of colors as our famous Linen and Velour cards. 25¢ and 35¢ postpaid. Samples free. For Ten cents in stamp (less than cost) we send our sample wallet of Bridge accessories. "The standard of the Bridge world."

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you now cruelly cast off! Farewell!"

Years rolled on. Isabel Sawtelle married a miserable aristocrat, who recently died of delirium tremens. Her father failed and is now a raving maniac and wants to bite little children. All her brothers (except one) were sent to the penitentiary for burglary, and her mother peddles clams that are stolen by little George, her only son that has his freedom. Isabel's sister Bilanca rides an immortal spotted horse in the circus, her husband having long since been hanged for murdering his own uncle on his mother's side. Thus we see that it is always best to marry a mechanic.

—Denver Republican.

## Would Be in a Hole

**CASEY (watching the golfers):** Oi don't see anny difference bechune that ain' wor-rk.

**O'BRIEN:** Yez don't, eh! Well yez would whin pay day kem around.

—Boston Transcript.



LIFE.

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